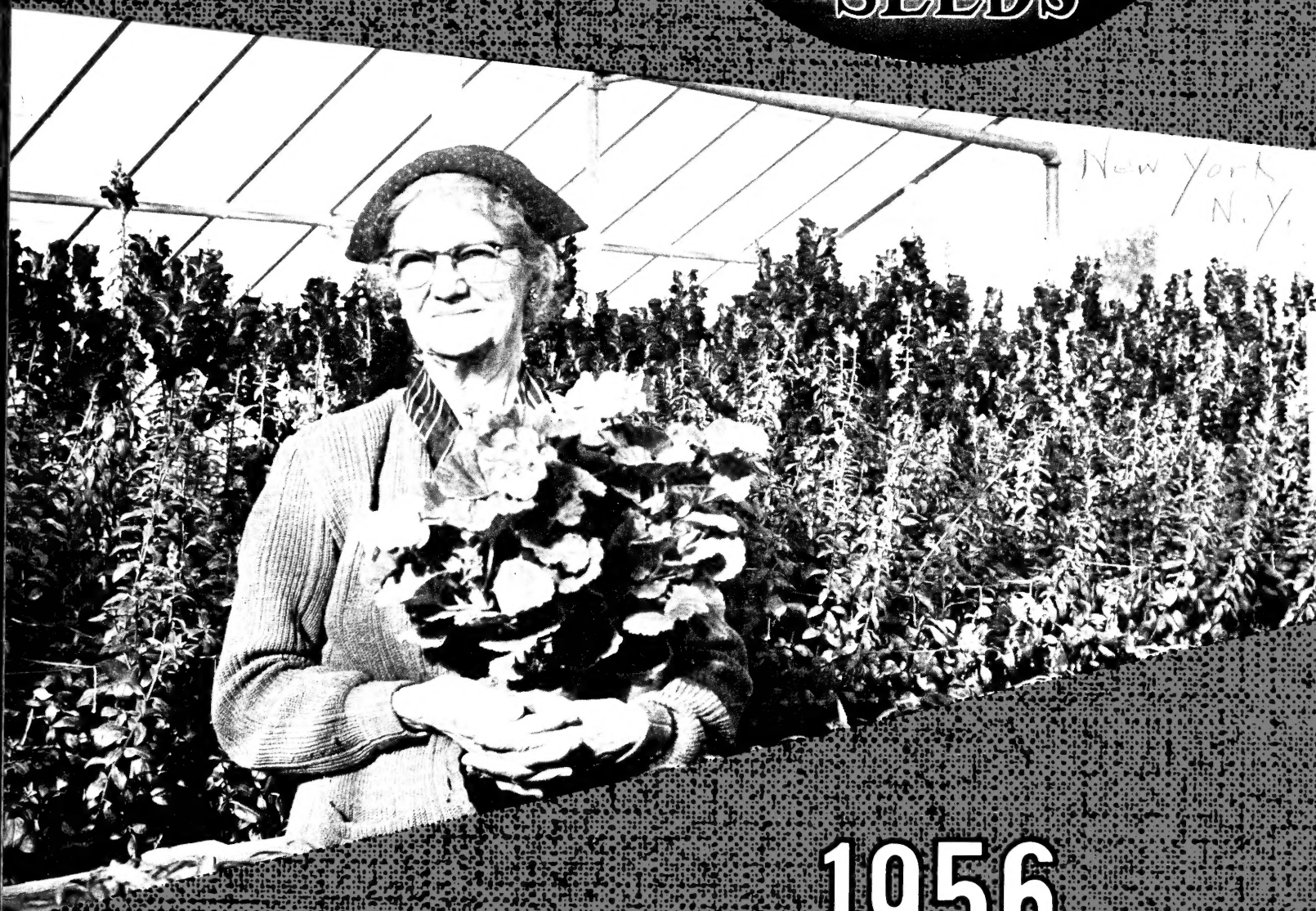


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FROM WORLDWIDE SOURCES

Gloeckner

FLOWER
& VEGETABLE
SEEDS



1956
EDITION



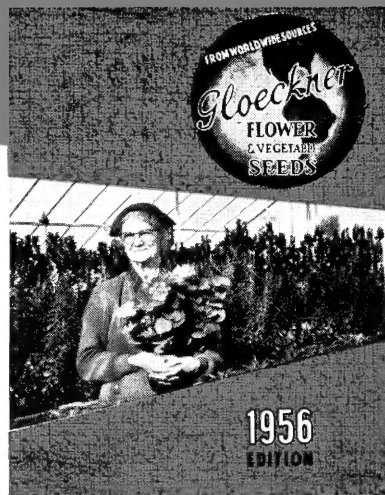
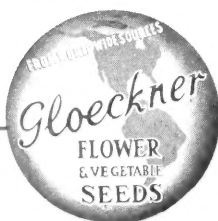
15 EAST 26th STREET
NEW YORK 10, NEW YORK
Telephone: LExington 2-4198 - 4197
Cable Address: GLOECKNERS, N. Y.

Gloeckner

seeds, bulbs, plants and cuttings are selected with diligent care as to type, productiveness and freedom from disease so that you may have the best with which to build your prospective crops. Our interest in you and your crops by no means ends with the sale. We are more than anxious to have the materials we sell, grow and prove profitable to you.

GENERAL INDEX

	Pages
FLOWER SEED	1-30
PERENNIAL SEED	31-33
VEGETABLE SEED	34-35
SUPPLIES	36-37



COVER WOMAN 1956

It is with particular pride that we salute Mrs. Gertrude Roe as our cover woman for 1956. She has shown tremendous spirit and a love of the florist business that has resulted today in an up-to-date establishment in excellent condition that anyone would be proud to call his own. Roe's Florist, Easton, Maryland, was started by Mrs. Roe and her husband in 1906. When Mr. Roe died in 1936, she was quick to take charge and with continued vigor expanded the operation to its present size. Of late years she has been ably assisted by her daughter and son-in-law (Mr. and Mrs. A. G. McKewen), the fourth member of the team being Mr. Waverly George, an able greenhouse man.

BUSINESS TERMS:

ON OPEN ACCOUNT: (Flower Seeds Only). For Customers of Approved Credit 60 Days Net. The following discounts will be allowed on orders paid within 10 days: \$5.00 to \$50.00 2% — \$50.00 to \$100.00 5% — \$100.00 or over 8%.

CASH OR C.O.D. ORDERS: (Flower Seeds Only). Under \$5.00 net — \$5.00 to \$25.00 5% — \$25.00 or over 8%.

Prices in this catalog are subject to change without notice . . . All goods are offered subject to Crop Failures, Shortages or other causes beyond our control, and to being unsold on receipt of order . . . The prices in this catalog are for the trade only. For your own protection do not loan this catalog to anyone not entitled to Florist or Wholesale prices . . . Unknown correspondents desiring to open an account are requested to furnish three trade references with whom they have had credit relations.

WARRANTY AND LIMITATION OF LIABILITY: Subject to the limitations of liability herein set forth, we warrant that the seeds or bulbs sold are as described on the container, within recognized tolerances. Our liability on this warranty is limited in amount to the purchase price of the seeds or bulbs. In no event shall we be liable for the crop, or for any loss due to the failure, impairment or quality thereof or varietal variance therein, whether such loss results from breach of the foregoing warranty, from breach of any other provision of the buyer's contract for purchase of said seeds or bulbs, or from any other cause.

*Here are a few good items worthy
of special mention this year.
Try them. We know you
will like them.*

PETUNIA FIRE DANCE

This is an F1 hybrid grandiflora and an All-America Selection for 1956. Your customers will see it featured in leading garden magazines. It is a brilliant salmon-scarlet with yellow throat. The flowers are deeply fringed and the plant is uniformly dwarf. For prices see page 19.

PETUNIA CARNIVAL

A mixture of all petunia colors in the hybrid grandiflora class. Plants have hybrid vigor yet are dwarf and compact. Some flowers are ruffled, others fringed. For prices see page 20.

MARIGOLD PRIMROSE GEM

A dwarf French double marigold of rich primrose yellow. It is an early strain and the plants are neat and compact. For prices see page 16.



Gloeckner

SPECIAL STRAIN VERBENAS



Here is a dwarf verbenas adapted for growing in 2¼ and 3-inch pots. Each year its popularity grows and we are glad to be able to offer it again. Be sure and try it. See page 28 for description and prices.

AGERATUM BLUE MINK

A new tetra hybrid ageratum, Blue Mink is outstanding for its giant flowers that cover the husky plants. The plants are easy to grow, and sell on sight. For prices see page 5.

Gloeckner

SPECIAL STRAIN PHLOX

This is an exceptionally dwarf strain of phlox especially adapted to pot culture for spring sales. The mixture of colors are well balanced and bright with fine individual flower heads. See page 22 for description and prices.



ANTIRRHINUM

SNAPDRAGONS

FOR

PINK AND ROSE

	Tr. Pkt.
Anne Marie—Bright medium pink	\$3.50
Better Times—Bright cerise rose	2.00
•Christina—Light salmon pink	3.50
•Christmas Cheer—Rose pink	3.00
Chevy Chase Pink—Pastel pink, darker than Maryland	3.50
•Crusader—Light rose similar to Dorcas Jane.....	3.50
•Dorcas Jane—Early light rose pink	2.50
•Gusto—Light pink	3.50
•Libby—Dark rose pink	3.50
•Maxine—Early light salmon pink	3.00
•Mary Ellen—Early light rose pink	2.50
•Maryland Pink Improved—Early light pink.....	3.50
•Mountain Pink—Medium pink	3.00
•Native Dancer—Light rose	3.50
New Times — Bright rose	3.00
•Pamela Pink—Medium pink	3.00
•Pensive—Dark rose pink	3.50
Peggy Schumann—Rose pink	2.00
•Pink Star—Dark pink	3.50
•Pompey—Light rose pink	3.50
•Prestige—Dark pink	3.50
•Rosebud—Pastel pink	3.50
•Rockwood Early Hybrid Pink—Pink shades.....	3.50
Rockwood's Lavender Rose	2.00
Rockwood's Summer Pink No. 1	3.00
Rockwood Pink Supreme—Brilliant rose pink....	2.00
•Rowenna—Light rose	3.50
•Spartan Rose — Rose-pink hybrid, flowers with Margaret	3.00
•Star Charter—Rose pink	3.50
•Top Flight—Light rose pink	3.50
Trilbee Pink—Rich pastel pink, large spike	3.50
•Wintergreen—Light rose	3.50
•Whirlaway — Light pink slightly deeper than Mary Ellen	3.50
Witterstaetter's Orchid	2.50

RED

	Tr. Pkt.
•Commando—Early red	\$3.50
•Man-O-War—Intense red	3.50
•Maryland Red	3.50
•Priscilla Ann—Early hybrid crimson	3.50
Rockwood's Summer Red	3.00
Schumann's Velvet Red	3.00
Witterstaetter's Red—Dark velvet red	2.50

BRONZE AND ORANGE

	Tr. Pkt.
Afterglow—Golden orange	\$1.00
•Barbara—Dark bronze	3.50
•Cavalcade—Lively golden bronze	3.50
•Gallant Fox—Deep orange bronze	3.50
•Jubilee—Light bronze	3.50
Lady Dorothy—Copper red	3.00
•Maryland Orange	3.50
•Sunbriar—Bronze	3.50
Witterstaetter's Bronze	2.50

LAVENDER

	Tr. Pkt.
•Bold Venture—Dark lavender	\$3.50
Windmiller's Lilac—Excellent orchid color.....	2.00
Schumann's Lavender	2.00
Maryland Lavender	3.50

WHITE

	Tr. Pkt.
•Albion—Paper white	\$3.50
•Apollo—Ivory white similar to Margaret	3.50
•Citation—Ivory white	3.50
•Jet Pilot—Medium early paper white	3.50
Junglewood White	2.00
Lucky Strike Improved	1.50
Margaret—Ivory white	2.00
•Maryland White—True paper white	3.50
•Rockwood Hybrid White No. 5	3.50
•Spartan White—Mid-winter pure white	3.00
Tommy Armstrong—Pure white, long stem and spike	3.00
•Twenty Grand—Medium early ivory white.....	3.50
Rockwood's Crystal White	3.00
•White Knight—Improved paper white	3.50

YELLOW

	Tr. Pkt.
•Broker's Tip—Deep yellow	\$3.50
•Day Star—Early yellow	3.50
Ethel—Golden yellow	1.50
Gilbert's Yellow	2.00
•Gold Mine—Deep golden yellow	3.00
•Gold Rush—Early golden yellow	3.50
Junglewood Yellow—Rich yellow	2.00
•Patricia—Yellow	3.50
Rockwood's Canary Yellow	3.00
Rockwood's Summer Yellow—Fairly deep yellow	3.00
•Seabiscuit—Yellow	3.50
•War Admiral—Yellow. Just follows Day Star.....	3.50
Witterstaetter's Yellow	2.50

•Indicates Hybrid Varieties

GREENHOUSE CULTURE

TURN PAGE FOR
OUTDOOR STRAINS

YODER BROS. HYBRIDS

\$3.50 Per Packet (2000 Seeds)

These improved hybrid snapdragons are the result of intensive hybridization. They are stiff stemmed and produce long tapering spikes. There is a minimum amount of side shoots which makes them well adapted to single-stem culture as well as for a pinched crop.

WHITE

Albion—Paper white hybrid. Ten to fourteen days later than White Knight.

Jet Pilot—A medium early paper white, long spikes.

White Knight—Improved paper white. Medium to long compact spikes with well-placed florets; growth firmer and less grassy than Snowman and flowering is earlier.

IVORY

Apollo—Larger and more vigorous than Margaret.

Citation—Earlier than Margaret, Apollo or Twenty Grand. Very large ruffled floret.

Twenty Grand—A medium early winter variety.

ROSE PINK

Crusader—Color and season that of Dorcas Jane.

Gusto—Somewhat deeper than Mary Ellen. Earlier, and more uniform in flowering.

Native Dancer—A light rose pink. Recommended for mid-December through early May.

Pompey—Nearly same or little deeper than Dorcas Jane. Earlier, more vigor than Dorcas Jane.

Rowenna—Light rose pink with medium to long spikes. Flowers just ahead of Crusader or Pompey. Florets are semierect and adhere closely to the stem which makes the variety very adaptable for bunching.

Star Charter—A wide floret similar to that of Christina; vigorous uniform growth; close spacing of florets.

Wintergreen—Light rose pink of very fine quality. Unusually compact spikes with uniformly placed florets. Stiff wiry growth with complete lack of grassiness.

LIGHT PINK

Rosebud—Soft pastel pink with long spikes and giant-sized florets. Wing petals are slightly ruffled. Color holds well through April. Displays real hybrid vigor. Strong stems and marked uniformly.

Top Flight—Earlier than Christina. Greater vigor. Partially shatterproof.

Whirlaway—Medium early, large floret; close spacing; long spike; a little deeper color than Mary Ellen.

YELLOW

Broker's Tip—Deep yellow with medium-sized florets. Little or no side growth. Flowers after Seabiscuit and because of its excellent color-holding quality and its vigorous stocky growth it is well adapted for continuing its flowering later into the spring.

Day Star—Very early; good uniformity; long spike, flower a little small.

Seabiscuit—Follows War Admiral and Day Star.

War Admiral—Just follows Day Star. Closer spacing and somewhat larger florets.

DARK PINK

Pensive—A little later than Christmas Cheer.

Prestige—Lustrous dark pink; a new color in Yoder snap hybrids. Full spikes of better than average quality flowers in this color class.

Pink Star—Early. Dark pink with light salmon overcast.

LAVENDER

Bold Venture—Rich lavender or bright, light magenta.

BRONZE

Cavalcade—A lively golden bronze; extremely vigorous; long spikes; outstanding keeper.

Gallant Fox—Deep orange bronze.

Sun Briar—Lively orange bronze.

RED

Commando—A good pleasing red plus earliness, clean growth habit, marked vigor and uniformity add up to a fine novelty.

Man-O-War—More intense color than Commando. Valuable late December through mid-April.

*For Cultural Information
on Snapdragons, see
next page.*

ANTIRRHINUM

SNAPDRAGONS

OUTDOOR STRAINS

FOR INDOOR STRAINS SEE PAGES 2 & 3

MAJUS GRANDIFLORUM

	Tr. Pkt.	1/4 oz.	Oz.
Autumn Glow Shades — Old Rose suffused amber	\$.35	\$1.10	\$3.20
Cherry Rose —A new bright color.....	.35	1.10	3.20
Fiery Red —Very brilliant35	1.10	3.20
Harmony Shades —Terra cotta yellow, shaded rose35	1.10	3.20
Orange Shades — Deep to light orange35	1.10	3.20
Pinkie —Clear rose35	1.10	3.20
Reveille —Deep luminous yellow.....	.35	1.10	3.20
Rosalie —Rich deep rose; underlying tone of topaz or amber35	1.10	3.20
Salmon Shades — Salmon rose, pink and amber35	1.10	3.20
Shasta —Pure white35	1.10	3.20
Wallflower Red35	1.10	3.20
Yellow Jacket —Deep yellow35	1.10	3.20
University of California Mixture35	1.10	3.20

GIANT RUFFLED TETRA

One of the most satisfactory outdoor snaps. Almost never crippled with rust. Blooming size plants are tall with thick stems which keep the spikes erect and the tips straight. Flowers large, mostly ruffled.

	Tr. Pkt.	1/4 oz.
Candlelight —Bright yellow	\$.50	\$2.00
Crimson —Deep velvety crimson.....	.50	2.00
Pink Shades —Pink to deep rose.....	.50	2.00
Sunset —Bronze, pink, primrose.....	.50	2.00
Talisman Hybrids —Blend of gold, scarlet and orange50	2.00
White50	2.00
Superfine Mixture — (Tetra Snaps), erect and husky growth, medium tall with huge ruffled florets in many colors and bicolors, some veined50	2.25

COLOSAL STRAIN

Mixed—Full range of colors. Vigorous plants about 24-30 inches tall. Good for gardens and cut..... \$.40 \$1.75 \$5.00

DWARF STRAIN

Magic Carpet Mixed Tr. Pkt. 1/8 oz. \$.40 \$1.10

MAXIMUM GRANDIFLORUM

	Tr. Pkt.	1/4 oz.	Oz.
Alaska —(Snowflake)—White	\$.35	\$1.10	\$3.20
Canary Bird —Canary yellow35	1.10	3.20
Copper Queen — Bronzy copper blending to antique gold at the nose35	1.10	3.20
Crimson —Fiery crimson35	1.10	3.20
Indian Summer —Coppery orange scarlet35	1.10	3.20
Loveliness —Soft rose pink35	1.10	3.20
Salmon Rose Shades35	1.10	3.20
Swing Time —Rose pink35	1.10	3.20
Velvet Giant —Deep velvet red50	1.00	3.75
Yellow Giant —Deep yellow35	.85	3.00
Finest Mixed35	.85	3.00

NANUM GRANDIFLORUM

	Tr. Pkt.	1/4 oz.	Oz.
Avalanche —Pure white	\$.50	\$1.50	\$5.00
Golden Monarch —Golden yellow.....	.50	1.50	5.00
Gloria —Deep rose pink50	1.50	5.00
Indian Girl —Old gold35	1.10	3.20
Orange Glow —Orange50	1.50	5.00
Red Emperor —Rich deep scarlet.....	.50	1.50	5.00
Rose Eclipse —Rose pink50	1.50	5.00
Royal Rose —Deep rose50	1.50	5.00
Saint George —Orange cerise50	1.50	5.00
Wildfire —Bright orange scarlet.....	.35	1.50	3.20
Finest Mixed35	1.10	3.20

SNAPDRAGON CULTURE

Marked changes have taken place in snapdragon culture during the past 5 years. With the introduction of new hybrid types, wider choice of colors and faster responding varieties as a result of increased research on this crop, snapdragons have become almost as versatile as mums in the year-round growing schedule. Single stem culture together with improved hybrid types have enabled many growers to plan a 12-month production program which has resulted in increased profits. Here are a few points to consider in planning a year-round program:

- 1—Use a loose, porous, steam-sterilized soil with about 1/4 peat moss by volume to which 4 or 5 lbs. of superphosphate are added per 100 sq. ft.
- 2—Seed should germinate in about 7 days at 65 to 70 deg. F., the medium uniformly moist.
- 3—Bench directly from seedling flats, about 3 weeks from the sowing date.
- 4—When benching space single stem crops 4 x 5 inches and pinched crops 6 x 8 inches. Some growers use 8 x 8 spacing for Feb. and Mar. crops when light intensity is low.
- 5—Night temperatures of 50 deg. with a drop gradually to 45 degree during the last month of the crop is practiced by many growers.
- 6—Maintain a level of about 20 ppm nitrogen and potash (Spurway) during early growth stages. Taper off nitrogen when spikes appear. Liquid feeding of winter crops is suggested at 15-30-15, 20-20-20, etc, at 1 oz. in 5 gal. of water every two weeks. Heavier feeding is practiced during the summer.
- 7—See charts opposite for flowering schedule and planting dates.

VARIETY RESPONSE GROUPS

GROUP A				
Recommended Varieties	Recommended Flowering Period			
Rowenna (Pink)	Dec. 5	thru	Apr. 23	
Commando (Purple)	Dec. 19	thru	Apr. 9	
Bold Venture (Purple)	Dec. 19	thru	Apr. 9	
GROUP B				
White Knight (White)	Dec. 26	thru	Apr. 23	
Albion (White)	Jan. 2	thru	May 7	
Citation (Ivory)	Dec. 5	thru	May 14	
Apollo (Ivory)	Feb. 6	thru	May 14	
Golden Spike (Yellow)	Apr. 2	thru	May 28	
War Admiral (Yellow)	Dec. 5	thru	May 14	
Seabiscuit (Yellow)	Dec. 5	thru	May 14	
Pink Ice (Pink)	Jan. 2	thru	Apr. 23	
Wintergreen (Pink)	Dec. 5	thru	May 14	
New Times (Pink)	Nov. 28	thru	May 14	
Crusader (Pink)	Feb. 6	thru	Apr. 23	
Whirlaway (Pink)	Jan. 2	thru	Apr. 23	
Prestige (Pink)	Feb. 6	thru	Apr. 23	
Cavalcade (Bronze)	Jan. 2	thru	May 14	
Gallant Fox (Bronze)	Feb. 13	thru	May 14	
Man-O-War (Red)	Dec. 19	thru	Apr. 9	
GROUP C				
Spartan White (White)	Apr. 2	thru	May 28	
Snowman (White)	Mar. 5	thru	May 28	
Margaret (Ivory)	Feb. 6	thru	Apr. 23	
Twenty Grand (Ivory)	Mar. 5	thru	May 14	
Broker's Tip (Yellow)	Nov. 21	thru	May 28	
Christina (Pink)	Mar. 5	thru	May 28	
Jackpot (Pink)	Mar. 5	thru	May 28	
Rosebud (Pink)	Dec. 5	thru	May 14	
Native Dancer (Pink)	Dec. 5	thru	May 14	
Showgirl (Pink)	Feb. 6	thru	Apr. 23	
Navajo (Red)	Mar. 5	thru	May 14	
GROUP D				
Rockwood's Crystal White	June 4	thru	Sept. 24	
Rockwood's Summer Yellow	June 4	thru	Sept. 24	
Rockwood's Summer Pink	June 4	thru	Sept. 24	

SNAPDRAGON FLOWERING SCHEDULES

(46-48° minimum growing temperature)

(60° minimum sowing temperature)

Variety Group	Sow	Plant	Spacing	Flowering
A	Aug. 13	Aug. 30	4 x 5	Nov. 29 — Dec. 18
	Aug. 23	Sept. 13	4 x 5	Dec. 13 — Jan. 1
	Aug. 30	Sept. 20	4 x 5	Dec. 27 — Jan. 15
	Sept. 2	Sept. 23	4 x 5	Jan. 10 — Jan. 29
	Sept. 6	Sept. 27	4 x 5	Jan. 24 — Feb. 12
	Sept. 13	Oct. 4	4 x 5	Feb. 7 — Feb. 26
	Sept. 17	Oct. 11	4 x 4	Feb. 21 — Mar. 12
	Sept. 24	Oct. 18	4 x 4	Mar. 7 — Mar. 19
	Oct. 1	Oct. 25	4 x 4	Mar. 21 — Apr. 2
	Nov. 8	Dec. 6	4 x 4	Apr. 4 — Apr. 16
B	Dec. 24	Jan. 24	4 x 4	Apr. 18 — Apr. 30
	Jan. 7	Feb. 2	4 x 4	May 2 — May 14
	Aug. 13	Aug. 30	4 x 5	Dec. 13 — Jan. 1
	Aug. 23	Sept. 13	4 x 5	Dec. 27 — Jan. 15
	Aug. 30	Sept. 20	4 x 5	Jan. 10 — Jan. 29
	Sept. 2	Sept. 23	4 x 5	Jan. 24 — Feb. 12
	Sept. 6	Sept. 27	4 x 5	Feb. 7 — Feb. 26
	Sept. 13	Oct. 4	4 x 5	Feb. 21 — Mar. 12
	Sept. 17	Oct. 11	4 x 4	Mar. 7 — Mar. 19
	Sept. 24	Oct. 18	4 x 4	Mar. 21 — Apr. 2
C	Oct. 1	Oct. 25	4 x 4	Apr. 4 — Apr. 16
	Nov. 8	Dec. 6	4 x 4	Apr. 18 — Apr. 30
	Dec. 24	Jan. 24	4 x 4	May 2 — May 14
	Jan. 7	Feb. 2	4 x 4	May 16 — May 28
	Aug. 13	Aug. 30	4 x 5	Dec. 27 — Jan. 15
	Aug. 23	Sept. 13	4 x 5	Jan. 10 — Jan. 29
	Aug. 30	Sept. 20	4 x 5	Jan. 24 — Feb. 12
	Sept. 2	Sept. 23	4 x 5	Feb. 7 — Feb. 26
	Sept. 6	Sept. 27	4 x 5	Feb. 21 — Mar. 12
	Sept. 13	Oct. 4	4 x 5	Mar. 7 — Mar. 19
D	Sept. 17	Oct. 11	4 x 4	Mar. 21 — Apr. 2
	Sept. 24	Oct. 18	4 x 4	Apr. 4 — Apr. 16
	Oct. 1	Oct. 25	4 x 4	Apr. 18 — Apr. 30
	Nov. 8	Dec. 6	4 x 4	May 2 — May 14
	Dec. 24	Jan. 24	4 x 4	May 16 — May 28
	Jan. 7	Feb. 2	4 x 4	May 30 — June 4
	Jan. 9	Feb. 6	4 x 4	May 28
	Feb. 20	Mar. 19	4 x 4	June 25
	Apr. 9	May 7	4 x 4	July 23
	May 21	June 18	4 x 4	Aug. 30
	July 2	July 23	4 x 4	Sept. 17

AGATHEA — (BLUE DAISY)

Coelestis—The lovely, free flowering blue
Marguerite Tr. Pkt. Oz.
 \$.30 \$1.70

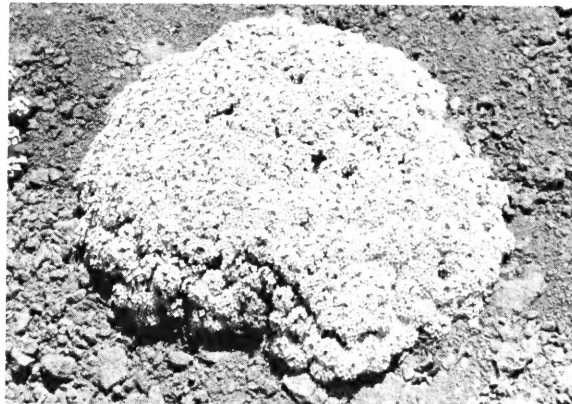
AGERATUM

	Tr. Pkt.	1/4 oz.	Oz.
Blue Ball Improved — Dwarf and compact. Uniform rich blue color	\$.40	\$1.30	\$4.25
Blue Cap —Rich blue, very compact	.40	1.20	3.60
Blue Mink — (Tetra, New) — Giant blooms on husky plants.....	.75	1.85	6.50
Blue Perfection —Dark blue25	.50	1.65
Fairy Pink —Soft salmon pink, 10-12 inches60	1.85	6.50
Little Blue Star —3 inches high, fine for bedding25	1.00	3.50
Midget Blue —Very dwarf with delicate fine foliage; blue flowers.....	.50	1.80	6.00

ALYSSUM

We can highly recommend these strains of Alyssum. Of special merit is our selected strain of "Bouquet" which is considered one of the most dependable on the market.

	Tr. Pkt.	1/4 oz.	Oz.
Bouquet — (Carpet of Snow — Procumbens) best dwarf variety.....	\$.20	\$1.00	\$3.00
Little Gem —Dwarf and compact.....	.20	1.00	3.00
Royal Carpet —(Procumbens) Rich purple50	4.50	
Violet Queen — Dwarf compact, rich deep shades of violet.....	.25	1.40	4.25



ALYSSUM BOUQUET

AMARANTHUS

	Tr. Pkt.	Oz.
Molten Fire — Leaves are of iridescent crimson	\$.25	\$2.25
Tri-Color Splendens — (St. Joseph's Coat) Yellow, red and green foliage—3 ft.....	.20	1.35

ASPARAGUS

New Crop Seed Ready in Mid-February

	1000 Seeds	5000 Seeds
Plumosus Nanus	\$2.50	\$10.00
Sprenger	2.50	10.00

ASTERS

BODGER'S WILT-RESISTANT STRAINS QUEEN OF THE MARKET

These well-known early flowering Asters are of branching habit, about 20" tall, blooming mid-July.

Azure Blue	Light Blue or Lavender
Ballet Queen—Deep	Peach Blossom —
salmon rose	Flesh pink
Crimson	Rose
Dark Blue or Purple	White
	Finest Mixed

AMERICAN BRANCHING

Plants 2 to 2½ feet tall, branching, robust, flowers large, double and fine form. Flowers late August and early September.

Azure Blue or Dark	Sensation—Scarlet
Lavender	Shell Pink—
Crimson	(Mary Semple)
Peach Blossom	White—Extra select,
Purple	long stems
Rose	Finest Mixed

EARLY ROYAL BRANCHING

Plants branching 2 to 2½ feet, blooming mid-August, directly following the Queen of the Market.

Azure Blue or Dark	Purple
Lavender	Shell Pink
Deep Rose	White
Peach Blossom—	Finest Mixed
Lavender pink	

AMERICAN BEAUTY

Blooms from August and continues until frost. The large and double flowers are produced on long heavy stems; plants 2 to 3 feet high.

Azure Fairy—	September Beauty—
Dark lavender	Shell pink
Crimson	Silvery Rose
Deep Rose	White
Purple	Finest Mixed

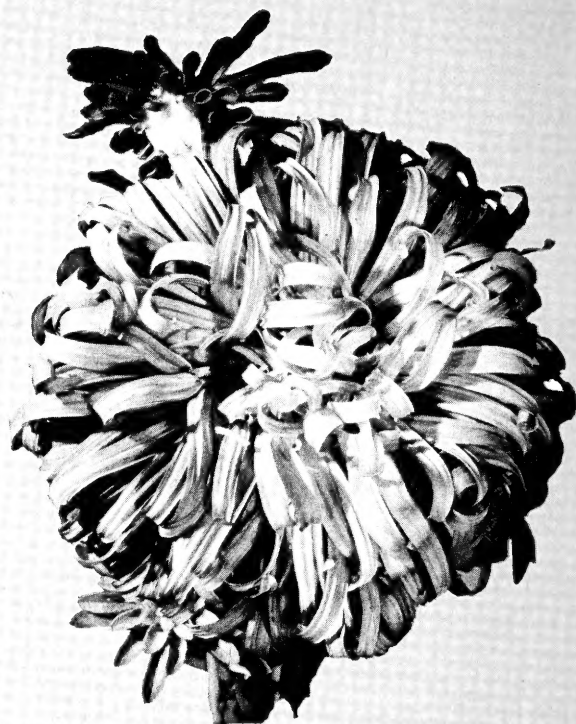
	Tr. Pkt.	¼ oz.	Oz.
Prices Above:	\$.40	\$.65	\$2.00

DWARF QUEEN

Early-flowering, 10-inch tall plants. Dwarf base-branching plants with large flowers produced in abundance.

Crimson—Crimson red	Light Blue—Lilac blue
Deep Blue—Violet blue	Rose—Rose pink
Deep Scarlet—Bright	White—Pure white
deep scarlet	Mixed

	Tr. Pkt.	¼ oz.	Oz.
Prices Above:	\$.60	\$1.00	\$2.75



ASTER
CREGO

SHAGGY TYPES

The interlaced petals of the Asters in this group produce an attractive fluffy or shaggy flower that you will find distinctive and popular.

EARLY GIANT

Flowers are of the large Giant of California type, while the plants are shorter, about 1½ feet in height. This class is early blooming, coming into flower by the first week in September.

Light Blue	Rose Marie—Rich rose
Peach Blossom	White
	Mixed

	Tr. Pkt.	¼ oz.	Oz.
Prices Above:	\$.50	\$1.25	\$3.75

IMPROVED CREGO

Plants robust, branching about 2½ feet tall, flowers large, double and well formed, one of the finest varieties for all purposes. Blooming mid-August.

Azure Blue	Peach Blossom
Blue Flame—Rich blue	Shell Pink
Crimson	Purple or Dark Blue
Deep Rose	White
Light Blue—Lavender	Finest Mixed

	Tr. Pkt.	¼ oz.	Oz.
Prices Above:	\$.40	\$.65	\$2.00

FLORIST STRAIN (Wilt Resistant)

Used by large commercial specialists in Asters because they have fully double flowers and lack half-single kinds with large open heads.

Azure Ball—Fully double light blue.

Pink Ball—Large 3½ to 4-inch double flowers on long stems. Rarely shows any center. Blooms mid-August. Excellent flowered under lights in early spring. Needs little disbudding as laterals are few.

Rose Ball—Fully double flowers of a good rich rose. Flowers large and solid.

Purple Ball—Similar to Rose Ball but good deep purple.

White Ball—The large pure white flowers of this new Aster are exceptionally double and borne on stiff stems. Blooms late August.

Prices Above:

Tr. Pkt.	¼ oz.	1 oz.
\$1.75	\$3.20	\$9.60

VARIOUS RESISTANT VARIETIES

Tr. Pkt. ¼ oz. Oz.

Ball White Late — American Branching —
White 2½ to 3 feet long stems. Early September \$.40 \$.65 \$ 2.00

Ball Deep Rose — Royal — Bright deep rose,
2½ to 3 feet branching. Mid-August40 .65 2.00

Ball Purple — Royal — Deep bright purple,
2½ to 3 feet branching. Late August40 .65 2.00

Early Phlox Pink — American Branching —
Clear light rose-pink, 2½ to 3 feet. Late August.40 .65 2.00

Heart of France — American Branching —
Bright red. Late August40 1.25 3.75

Powderpuffs — Upright branching 2 feet high.
August bloom. Mixed colors 1.00 2.00 5.00

CONTINUOUS FLOWERING OF ASTERS

Sow Seeds	Pot Seedlings	Bench Plants	Flowering Date Approximate
Dec. 20	Jan. 10	March 1	May
Feb. 1	Feb. 20	April 1	June
March 15	April 10	May 15	July
April 20	May 10	June 15	August
May 20	June 10	July 15	September
June 10	July 1	Aug. 15	October
June 20	July 15	Aug. 20	November
July 10	Aug. 1	Sept. 1	December
July 15	Aug. 10	Sept. 15	January
August 15	Sept. 10	Nov. 1	February
Sept. 10	Oct. 1	Dec. 1	March
Oct. 20	Nov. 15	Jan. 1	April

Plants must be given additional light between September 1 and May 1 regardless if they are in seed flats or in the bench. If the plants are not lighted while in small pots, they develop a rosette of leaves and growth of the stem and flowers is delayed. Plants should be lighted until the first flowers show color.

Low wattage bulbs will suffice for additional light. On a four-foot bench, 40-watt lamps spaced 6 feet apart and about 24 inches above the plants will give ample light for this crop.

ADDITIONAL LIGHTING SCHEDULE

- 3 hours during the months of September, October, March and April.
- 4 hours during the months of November and February.
- 5 hours during the months of December and January.

PRINCESS TYPE (Wilt Resistant)

A very attractive new cutting type of wilt resistant Aster, 2 to 2½ feet tall, branching and free flowering, early blooming, bearing quantities of flowers on strong stems. Blooms mid-August. Good shipper.

Alice—Azure blue

Anne—Peach blossom

Barbara—Orchid

Bonnie—Soft salmon rose

Elizabeth—Pure white

Goldilocks—Yellow

Linda—Clear rose

Margaret—Florist rose

Marsha—Rich cinnabar scarlet

Susan—Clear deep blue

Mixed

Prices Above:

Tr. Pkt.	¼ oz.	Oz.
\$.50	\$.90	\$3.00

SINGLE CHINENSIS (Wilt Resistant)

Plants 1½ to 2 feet tall, flowers daisylike, petals wide and closely placed, blooms in late August.

Tr. Pkt. ¼ oz. Oz.

Branching Single Rainbow Mixed \$.25 \$.45 \$1.65

Upright Single Rainbow Mixed25 .45 1.65

SUPER GIANT (Non-Resistant)

This is the largest and most fully double Aster class known. Plants about 2½ feet tall.

Tr. Pkt. ¼ oz. Oz.

El Monte—Crimson \$.40 \$.85 \$3.00

Los Angeles—Shell pink40 .85 3.00

BELLS OF IRELAND (Molucella Laevis)

The graceful 2-foot branching stems of this curious plant are covered with 2-inch translucent pale green sheaths. Culture from seed is simple. May be grown in greenhouse benches, pots or outdoors where the season is long.

Tr. Pkt.	¼ oz.	Oz.
\$.50	\$1.50	\$4.00

BEGONIA — See next page

BALSAM

Tr. Pkt. ¼ oz. Oz.

Double Bush Flowering—Flowers appear in clusters at the top of the stems making these an attractive spring sales item in small pots. 3000 seeds per ounce. Scarlet, Rose, White, Mixed \$.40 \$.75 \$2.50

Double Camellia Flowered Mixed15 .30 1.00

BROWALLIA

Speciosa Major — Violet-blue-flowers 1½ inches across, are carried on 10 to 12-inch stems. Standard pot variety.

Tr. Pkt.	1/16 oz.	⅓ oz.	¼ oz.
\$1.00	\$2.25	\$4.00	\$7.50

CALENDULA — See page 9

CANDYTUFT

GIANT HYACINTH FLOWERED (Improved florist strain)

Tr. Pkt. Oz. ¼ lb. Lb.
White \$.25 \$.90 \$3.00 \$10.00

Tr. Pkt. ¼ oz. Oz.
Ruffled White \$.50 \$1.50 \$4.50

Iceberg50 1.50 4.50

A reselected strain with larger blooms and individual florets.

UMBELLATA TYPE

Crimson—Purplish red

Flesh—Flesh pink

Lavender or Lilac

Rose Cardinal—Deep red

Rose—Soft rose

White

Tr. Pkt.	Oz.	¼ lb.
\$.20	\$.55	\$1.75

BEGONIA

FIBROUS ROOTED

■ F1 HYBRIDS

INTERMEDIATE CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.
Indian Maid — Red flowers, deep bronze shiny foliage	\$1.25	\$2.75	\$5.00
King of the Reds — Red flowers, green foliage	1.25	2.75	5.00
Lucifer — Scarlet flowers, dark red foliage	1.50	4.50	8.00
Luminosa — Deep scarlet, red-brown foliage	1.25	3.50	6.00
■ Pink Profusion — Rose flowers, green foliage	1.50	4.50	8.00
Prima Donna — Flowers carmine, foliage tinged red	1.25	2.25	3.75
Salmon Queen — Salmon shaded rose flowers, green foliage	1.25	2.50	4.50
Scandinavian Pink — Rose pink, dark green foliage	1.25	3.00	5.50
Scandinavian Red — Red, dark green foliage	1.25	3.00	5.50
■ Stuttgart — Carmine rose, dark red foliage	1.50	4.50	8.00
White Pearl — White flowers, green foliage	1.25	2.50	4.50

TALL CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.
Christmas Cheer — Crimson scarlet flowers, foliage green	\$1.00	\$2.20	\$3.75

DWARF CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.
Adeline — Rose pink, green foliage	\$1.50	\$3.25	\$6.00
Helena — Carmine scarlet, foliage green, growth pyramidal	1.50	4.50	8.00
Luminosa Compacta — Scarlet red, foliage green	1.50	3.50	6.00
■ Pink Pearl — Hybrid F1, Rich pink	1.50		
■ Red Pearl — Hybrid F1, Scarlet red	1.50		
■ Rosy Red — Hybrid F1, Green foliage	1.50		
Saga — Bright scarlet	1.50	4.00	7.50
— free flowering, dark green			
■ Sleeping Beauty — Bright carmine, free flowering, dark green foliage	1.50		
■ Tausendschoen — Hybrid F1, Lustrous rose pink	1.50		
■ Red Tausendschoen — Dark deep red counterpart of Tausendschoen	1.50		



**BEGONIA
SAGA**

Fibrous Begonias are a necessity item for spring bedding sales. They are used extensively in combination work and are also popular house plants throughout the year.

Production from seed is simple. January sowing produces plants for spring bedding work. The fine seed is lightly pressed into a sterilized fibrous medium. The seed is kept moist, not covered, and germinates best at 60 to 70 degrees. An economical method has been to shift the seedlings to flats spaced 2 x 2 inches and grow them on until they become crowded. Then transfer to 3- or 4-inch pots.

Potting soil should contain one part peat, one part sand and one part soil — a fibrous medium that will not pack is essential. To keep the plants moving, a temperature of 60 degrees is best. The plants do well in shade or full sun, but are best shaded during the summer.

Try monthly sowings from August to March for a constant supply to meet your customer's demand.

TUBEROUS ROOTED BEGONIAS

	Tr. Pkt.
Mixed — Camellia flowered double type, plants 1½ ft. tall	\$3.00

CALENDULA

August sowing flowers December to February. Early October sowing to follow Chrysanthemums blooms February and March. January sowing blooms April and May.

	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Ball's Gold — Long stemmed, deep golden yellow	\$.50	\$1.00	\$3.00	\$9.00
Ball Long Orange Improved — Bright orange with light eye. The extra large flowers and long stems make an outstanding variety50	1.00	3.00	9.00
Ball Orange — Glowing orange.....	.50	1.00	3.00	9.00
Lemon Queen — Deep lemon yellow with dark brown eye. Contrasting colors make this yellow variety very effective50	1.00	3.00	9.00
Masterpiece — Long stemmed, clear orange flower with dark center.....	.50	1.00	3.00	9.00
Nova—Single yellow flower with dark center resembling a Gerbera.....	.35	.75	2.50	
Orange King — Dwarf bearing variety, deep orange with dark eye.....	.35		1.00	3.00
Sensation or Campfire Improved—Brilliant orange scarlet sheen.....	.50	1.00	3.00	9.00
Supreme — Orange with dark brown center; unusually free flowering.....	.50	1.00	3.00	9.00

CALCEOLARIA GILBERT'S STRAINS

This is an improvement over the original Multiflora Nana type. Compact habit of growth; good selection of colors in the mixture; excellent foliage.

AVAILABLE PACKETS ONLY

	Tr. Pkt.
Multiflora Nana Red	\$2.50
Multiflora Nana Yellow	2.50
Multiflora Nana Mixed	2.50
Triumph Strain (Grandiflora) — Large flowered strain, the best in its class	2.50

REGULAR STRAIN

Tr. Pkt. 1/64 oz. 1/32 oz.

Multiflora Nana Mixed — Dwarf growth with large compact heads of medium sized flowers. This fine strain contains a good range of colors	\$1.25	\$5.00	\$9.00
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The soil used in germinating the seeds should be made up of two parts leaf mold, two parts well-rotted manure, two parts soil, and one part sand. Sterilize the soil and flat with steam to eradicate all disease.

Sow the seeds lightly over the surface and cover the flat with a suitable covering. Calceolaria will germinate better when the temperature is cool, therefore, well-shaded locations are better. August sowing will make large plants for May, while November sowing will make good 4-inch plants. Some growers have used the wick irrigation method to germinate the seed with very good results.

CALLIOPSIS DWARF

This annual is very free flowering and recommended for bedding. If continued flowering is wanted old flowers must be removed.

	Tr. Pkt.	Oz.
Golden Wave—Golden yellow with red zone.....	\$.20	\$.60
Dwarf Varieties Mixed20	.60

CARNATION (ENFANT DE NICE)

One of the best annual Carnations. Plants are strong, robust growers bearing flowers 2½ to 3 inches in diameter on good stiff stems. Do not expect over 75% to come true to color or better than 90% double flowers.

White, Salmon, Rose, Red, Spectrum Red, Yellow, Mixed (Formula Blend)

Prices Above:

Tr. Pkt. \$.50 1/8 oz. \$2.25

CELOSIA—See page 10

CENTAUREA

CYANUS (Bachelor Button)

Listed below are the finest improved Florist strains of Centaurea cyanus. The flowers are large, fully double and the colors intensified. The long stems of this strain make them excellent for cut flower purposes. May be used for greenhouse flowering in spring, or sown outdoors in fall for flowers in June and July.

Blue Boy—Excellent for forcing

Pinkie—Deep pink

Snowman—Clear white

Red Boy—Deep red

Prices Above:

Tr. Pkt. \$.20 Oz. \$.65 1/4 lb. \$2.20 Lb. \$6.50

IMPERIALIS (Sweet Sultan)

Brilliant Rose
Deep Lavender
Delicate Lilac

Suaevolens (Yellow Sweet Sultan)
— Large bright yellow flowers, popular for cutting

Prices Above:

Tr. Pkt. \$.25 Oz. \$1.00

AMERICANA

Lilac — Thistle-like blooms of rosy-lavender color.

Splendid for cutting \$.20 \$.75
White—White form of the above..... .20 .75

DUSTY MILLERS

(White-Leaved Types for Border Work)

Tr. Pkt. 1/4 oz. Oz.

Candidissima—(Lamb's Ear) Silvery grey foliage	\$.60	\$1.25	\$4.00
Gymnocarpa—(Fern Leaf) Fine Silvery foliage20	.35	1.00

CHRYSANTHEMUMS (ANNUAL)

Another group which is finding favor with florists for cut flower material. Chrysanthemums last remarkably well as a cut flower, but for best results keep them in water 24 hours before marketing. Sow in mid August to follow early Chrysanthemums. Responds very well to additional light.

Tr. Pkt. Oz.

Merry Mixture—(Gay Tricolors)..... \$.40 \$2.25

CINERARIA—See next page

CLARKIA (ELEGANS DOUBLE)

For spring flowering sow in early January and grow in shallow soil in flats or benches. Keep plants on the dry side as vigorous growth is not wanted.

Tr. Pkt. Oz.

Mixed \$.20 \$1.25

CINERARIA



CREMER'S PRIZE STRAIN

This strain has been greatly improved by the originator—has small foliage that is wilt-proof with tremendous heads of flowers of the brightest colors.

Tr. Pkt. \$1.50 1/32 oz. \$4.00 1/16 oz. \$7.50

CELOSIA

PLUMOSA

	Tr. Pkt.	1/4 oz.	Oz.
Fiery Feather —(Dwarf) Similar to Flame of Fire, but with somewhat smaller plumes more freely produced in attractive pyramid...	\$.40	\$1.40	\$4.40
Flame of Fire —Fiery red50	1.50	
Forest Fire — Orange scarlet. A beautiful feathered celosia50	1.50	4.00
Golden Feather — Dwarf same as Fiery Feather, but with golden yellow plumes40	1.40	4.40
Golden Plume —4 ft. golden yellow30	.60	2.00
Lilliput Choice Mixed (New) — Dwarf uniform growth50	1.50	4.25
Pride of Castle Gould —Mixed deep crimson to light yellow30	.95	3.30
Thompsonni Magnifica Mixed —35	.70	2.25
Scarlet Plume —4 ft. scarlet30	.70	2.25

Positively do not use soil that was previously used for Mums and especially so if your Mums were affected with Verticillium wilt or Seidewitz disease. CINERARIAS are attacked by this wilt which is a soil-borne fungus. It will cause the lower leaves to wilt and die and then gradually kill the entire plant. The only prevention for this trouble is to use new field soil from seed flats to finished pot. If you do use old chrysanthemum soil be sure to sterilize it. To be on the safe side, it is recommended to steam sterilize soil before using.

Siter's Hybrids

Trade Mark

They are a distinct improvement over the original Siter's Strain, and because they are Hybrids from original crosses, cannot be offered by anyone but the originator.

This is an entirely new group of Cineraria Hybrids, blended for a perfect combination of colors, ranging from bright-eyed types through the finer pastel shades.

These new types carry large flower heads with medium, large individual flowers.

Seed for 1000 plants.....\$10.00 Seed for 500 plants.....\$5.00

MULTIFLORA GRANDIFLORA NANA MIXED

This is an outstanding German Strain consisting of a beautiful color assortment of bright-eyed types.

Tr. Pkt. \$2.50 1/64 oz. \$5.50 1/32 oz. \$10.00



DWARF PLUMOSA CELOSIA

CRISTATA

	Tr. Pkt.	1/4 oz.	Oz.
Dwarf Golden Yellow (Aurea)	\$.30	\$.80	\$2.50
Dwarf Empress — Deep scarlet bronzy green foliage30	.80	2.50
Gilbert's Maple Gold —Beautiful combs varying in color from light to dark pink tipped with Gold. Originators Tr. Pkt. (300 seeds).....			\$.50
Semi-Dwarf Firebrand — Large scarlet crimson comb, uniform dwarf growing habit	\$.30	\$.80	\$2.50
Toreador — (New) Uniform strain with red combs and green leaves; 12 inches tall	\$1.00	\$2.20	\$4.40

Gloeckner

FLOWER SEEDS

CYCLAMEN

Gloeckner STRAIN

This strain is produced by one of the foremost Cyclamen specialists in Europe and is considered outstanding.

We feel that the new colors offered in this strain are vitally necessary if renewed interest is to be aroused in the production and use of Cyclamen.

An asterisk has been placed before the colors considered the best of the newer shades.

	Per 100	1000
*1. Bright Red	\$1.90	\$17.50
2. Light Pink	1.90	17.50
3. Rose of Marienthal—Pink with dark eye	1.90	17.50
4. Lilac	1.90	17.50
5. White with Dark Eye.....	1.90	17.50
*6. Pure White	1.90	17.50
7. Glory of Wandsbek or Perle of Zehlendorf—Dark salmon	2.40	20.00
8. Rose of Zehlendorf—Light salmon.....	2.40	20.00
9. Vermilion	2.50	22.00
10. Aurora—Salmon with ivory sheen...	2.50	22.00
11. Rocco—Salmon shades fringed rim	2.50	22.00
12. Bonfire	2.50	22.00
*13. Golden Salmon	2.50	22.00
*14. Silver Salmon	2.50	22.00
*15. Salmon Pink with White Rim.....	2.50	22.00
*16. Harlequin—Pink with dark stripes.....	2.50	22.00
17. America	2.50	22.00
18. Victoria—Fringed red selvage dark eye	2.50	22.00
19. Saffron—Red with salmon sheen.....	2.50	22.00
*20. Exquisite—Salmon pink with white rim	2.50	22.00
*21. Apple Blossom	2.50	22.00
*22. Peach—Purest peach blossom color	2.50	22.00
*23. Cattleya—Pale lavender lilac blue...	2.50	22.00
*24. Sunset—Beautiful strong orange.....	2.50	22.00
25. Dark Red	1.90	17.50
27. Bordeaux—New red shade.....	2.50	22.00
28. Pink with Salmon Eye.....	2.50	22.00
29. Saffron with Silver Rim.....	2.50	22.00

DAHLIAS

	Tr. Pkt.	Oz.
Unwin's Dwarf Ideal Bedding Mixed—Early flowering semi-double, 18 inches, in a wide range of colors.....	\$.50	\$2.75
Coltness Hybrids—Dwarf single type, very free flowering, height 2 feet, choice mixed colors40	1.75

AMERICAN STRAIN

	Per 100	1000
Bonfire or America—Fiery salmon.....	\$2.30	\$21.00
Bright Red	1.75	16.00
Dark Blood Red	1.75	16.00
Glory of Wandsbeck or Perle of Zehlendorf—Dark salmon	2.25	20.00
Orange Beauty—Orange vermillion	2.30	21.00
Pink Pearl	2.30	21.00
Pure Rose	1.75	16.00
Pure White	1.75	16.00
Rose of Marienthal—Soft rose carmine eye	1.75	16.00
Rose of Zehlendorf—Light salmon.....	2.25	20.00
Salmon Rose Imp.	2.25	20.00
Salmon Scarlet	2.30	20.00
White with Carmine Eye.....	1.75	16.00

DAURNHEIM STRAIN

	Per 1000
Four separate colors available at.....	\$28.00

COLEUS

Windsor Hybrids (Improved Rainbow Strain)—Exceptionally fine strain containing an unusually bright assortment of colors.

	Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.
	\$1.75	\$2.75	\$5.25	\$9.50
Glory of Vichy — Small leaved with rose, apricot and copper tints	Tr. Pkt.	1/32 oz.	1/16 oz.	
	\$.75	\$1.50	\$2.50	

CROSSANDRA

Attractive foliage and flower spikes of bright salmon florets make this an interesting pot plant. Sow seed any time. Most easily started in spring, however. Flowers in six to nine months. Grow at 65 degrees in rich, well-drained soil. 50 seeds \$2.00 200 seeds \$6.00

COSMOS (SENSATION)

	Tr. Pkt.	Oz.
Pinkie—Delightful rose pink.....	\$.25	\$1.15
Purity—Glistening white25	1.15
Crimson—Deep red selection of Sensation	.30	1.30
Radiance—Deep rose with band of rich crimson30	1.60
Sensation Early Mixed — Flowers earlier than other varieties. Wide color range...	.50	3.50
Mixed25	1.15

HYBRIDA KLONDYKE

	Tr. Pkt.	Oz.
Fiesta—Brilliant gold striped scarlet.....	\$.35	\$2.25

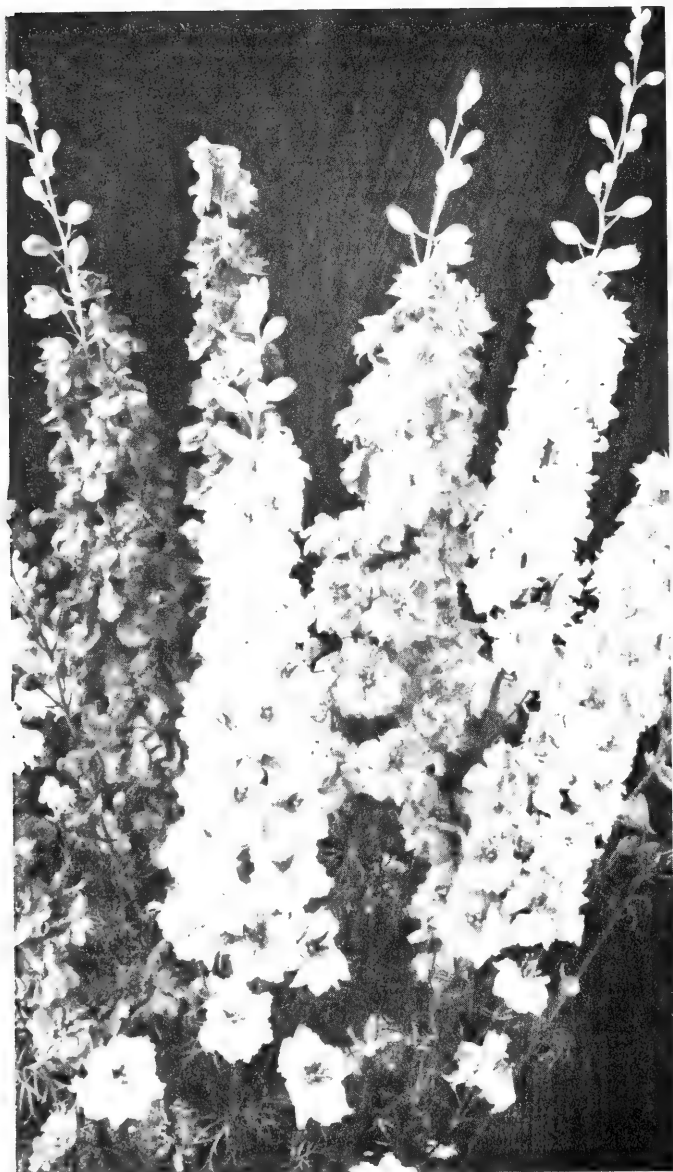
CUPHEA 7000 Seeds per oz.

Firefly—As a spring pot plant or bedding item, the dense plants easily produced from seed reach a height of twelve inches covered with brilliant scarlet flowers.

Tr. Pkt. \$.25	1/8 oz. \$.75	1/4 oz. \$1.35
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DELPHINIUM

PACIFIC STRAIN VETTERLE & REINELT



PACIFIC STRAIN (VETTERLE & REINELT)

This is the finest strain of Delphinium yet introduced. From our personal observations in the field, we find this has unquestionably proven to be the leader in Delphiniums of the better type. The flowers are immense in size, well set on strong, straight stems, do not shatter, and are 40 to 90% mildew resistant. July or August sowing and transplanting into the field during the fall will produce an early crop with large spikes. Delphiniums require a well-drained soil, neutral in reaction. January sowing will produce flowers during the summer.

ASTOLAT SERIES

The color variations in this series extend from pale blush through lilac pink to deep raspberry rose. Large brown, fawn and black bees blend interesting contrast.

BLACK KNIGHT

Tr. Pkt. \$2.25 1/8 oz. \$4.50 1/4 oz. \$8.00

The individual florets, 2 to 3" in diameter, are **Dark Purple**, beautifully rounded form with heavy velvety texture. Very large well formed spikes.

BLUE BIRD SERIES

This series can be recommended as being the **clearest medium blues with white bees**. They carry well formed round flowers 2 1/4 inches in diameter on very long, graceful spikes.

BLUEJAY SERIES

Color striking. **Clear medium to dark blue**. Very intense and alive with contrasting bee.

CAMELIARD SERIES

A pure lavender self, with **white bee**, individual flowers are very round and flat. Excellent growing habits.

GALAHAD SERIES

Flowers **Clear White**, averaging three inches in diameter, pyramidal spikes, good branching habit, strong whippy stems with a high percentage of mildew resistance.

GUINEVERE SERIES

Light Pink Lavender self with white bee. Individual florets 2 1/2 to 3 inches in diameter. For cut flowers and show purposes. Mildew resistance—50 to 70%.

KING ARTHUR

Brilliant Royal Violet with large white bee. Individual florets 2 1/2 inches in diameter. Excellent for cut flowers. Mildew resistance from 80 to 90%.

LANCELOT SERIES

Clear Lilac self with white bee.

PERCIVAL SERIES

A companion to the Galahad Series. Large **glistening white flowers** with strongly contrasting **black bee**.

ROUND TABLE SERIES

This represents **all the color combinations of the Knights and their Ladies** which will eventually be introduced. Some three hundred different crosses were used to make up this group.

SUMMER SKIES SERIES

Clearst Light Blue with white bee. Individual florets 2 to 2 1/2 inches in diameter. Ideal for cut flower purposes. Mildew resistance—40 to 60%.

ALL COLORS MIXED

A blend containing all named colors mentioned above.

Prices for all of the above varieties except where noted:

Tr. Pkt. \$2.00 1/8 oz. \$3.00 1/4 oz. \$5.50 Oz. \$20.00

OTHER STRAINS

	Tr. Pkt.	Oz.
Blackmore—Langdon Strains	\$.40	\$3.25
Cliveden Beauty (Improved Belladonna)—Selected strain. Turquoise blue.....	.40	3.25
Bellamosum—Dark blue. Belladonna habit of growth40	3.25
Gold Medal Hybrids—Large flowering. Tall.....	.30	1.75
Lamartine—Fairly deep bright marine blue. Excellent cut flower habit.....	.55	5.00
Wrexham Hybrids—Blending of light and dark shades55	6.00

CHINESE TALL FLORIST STRAINS

	Tr. Pkt.	Oz.
Alba—Pure white	\$.25	\$1.50
Cambridge Blue—Azure blue.....	.40	2.75
Liberty—Dark blue25	1.50

DIANTHUS HEDDEWIGII LACINATUS

	Tr. Pkt.	Oz.
Gaiety —Single flowers in a wide range of gay and brilliant colors. The deeply cut petals give the flowers a lacy appearance.....	\$.35	\$2.50
Double Gaiety — Large fringed. Colors, white through pink, maroon and red. Good for garden display55	3.50
Sweet Wivelsfield (Single Mixed)—Brilliant colors. Free flowering25	1.25

DIDISCUS

	Tr. Pkt.	Oz.
Responds to Additional Light.		
Coerulea —(Blue Laceflower)	\$.25	\$1.80

DIMORPHOTECA (African Daisy)

	Tr. Pkt.	Oz.
Aurantiaca —Golden orange. Splendid for cutting; well adapted for forcing	\$.25	\$1.25
Aurantiaca Hybrid Mixed25	1.25

DRACAENA

	Lb.	1/4 lb.	Tr. Pkt.	Oz.
Indivisa —Narrow green leaves. The popular kind for bedding or vases	\$5.50	\$1.65	\$.20	\$.55

EUPHORBIA

	Tr. Pkt.	Oz.
Variegata —(Snow on the Mountain).....	\$.15	\$.50

EXACUM

	Tr. Pkt.	1/28 oz.	1/64 oz.
Affine —An attractive and easily grown pot plant. The violet-blue flowers are fragrant	\$1.25	\$3.00	\$5.50

FEVERFEW (Matricaria)

	Tr. Pkt.	1/4 oz.	Oz.
Double White Improved — Selected florist strain	\$1.00	\$5.00	\$15.00

FREESIA

The method of producing Freesias from seed is gaining popularity. Sown in frames the middle of May, bulbs can be lifted in September. Large long-stemmed flowers are obtained in January. Soak seed prior to planting. Cover with sash until plants are up, then gradually give air.

Best European Strains. Prices on request.

GAILLARDIA PICTA

	Tr. Pkt.	Oz.
Indian Chief —Single bronzy red	\$.20	\$1.00
Double Lorenziana —Finest mixed20	1.00
Single Mixed20	1.00

GERBERA (Transvaal Daisy)

Hybrids Mixed—A selected strain of fully duplexed flowers containing all colors but blue.
100 seeds \$.65 1000 seeds \$5.50 5000 seeds \$25.00

GOMPHRENA (Globe Amaranth)

	Tr. Pkt.	Oz.
An attractive everlasting garden flower with some value for cutting. Stands hot, dry conditions.		
Rubra —Bright deep shade of magenta purple.....	\$.15	\$1.00
Buddy —Dwarf strain for bedding, pots and combinations. Bright reddish-purple30	2.25

GREVILLEA (Silk Oak)

	Tr. Pkt.	Oz.
March sowing will make a good sized specimen by Fall. June sowing will make 2 1/4 inch pot plants ideal for use in panning poinsettias.		
Robusta —A splendid foliage plant	\$.25	\$4.00

GYPSOPHILA (Baby's Breath)

	Oz.	1/4 lb.	Lb.
Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.			
Convent Garden Strain —Pure white	\$.30	\$.75	\$2.50
London Market Improved30	.75	2.50

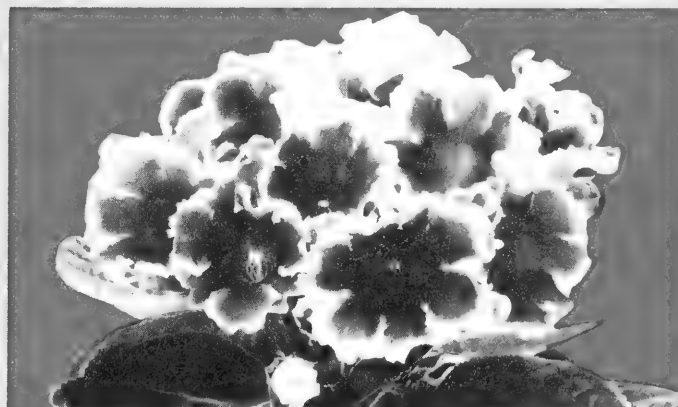
HELIANTHUS (Double Sunflower)

	Tr. Pkt.	Oz.
Sun Gold — Brilliant golden yellow, large double flowers, free flowering. 100% double; 4 to 5 feet tall. Fine for large basket work. Well worth a trial	\$.20	\$1.00

GLOXINIA

From the time the seed is sown six months is required to mature this plant.

	Tr. Pkt.
Beacon Fire —Light and dark red mixed	\$1.25
Emperor Wilhelm —Purple bordered white	1.25
Gierths White —Pure white	1.25
Hamburger Blood Red	2.00
Hammonia —Dark red, light border	1.25
Holstein Blut —Blood red	2.00
Panzer Red —Velvety scarlet	2.00
Roi des Rouges —Red	1.25
Switzerland —Red with white border	1.25
Symphony in Rose —Deep rose with white border	1.25
Mixed —This mixture consists of the most desirable Florist strains of the flexible leaf type	1.25



HELICHRYSUM MONSTROSUM

	Tr. Pkt.	Oz.
Mixed	\$.20	\$1.00

IMPATIENS

Excellent bedding plant for shady locations that also makes good winter and spring pot plants. Blooms year-around as pot plant.

Dwarf Types

	Tr. Pkt.	1/32 oz.	1/16 oz.
Brilliant Carmine	\$1.25	\$2.00	\$3.75
Red	1.25	2.00	3.75
Orange	1.25	2.00	3.75
Mixed	1.25	2.00	3.75

Tall Growing Types

	Tr. Pkt.	1/16 oz.	1/8 oz.
Brilliant Carmine	\$.50	\$1.10	\$2.00
Deep Scarlet50	1.10	2.00
Salmon Carmine50	1.10	2.00

IPOMEA (Morning Glory)

	Tr. Pkt.	Oz.	1/4 lb.
Clark's Mammoth Blue — (Heavenly Blue Improved — Plant in a dry sandy location and never apply fertilizer	\$.25	\$.75	\$2.25
Pearly Gates —Lovely lustrous white with creamy shading deep down in the throat35	1.65	
Scarlet O'Hara — Rich dark wine red or deep rosy crimson25	1.25	
Noctiflora —(Moonflower)—Flowers at night20	.60	1.35

KALANCHOE

For Christmas flowering, shade the plants with black cloth from September 1st to October 10th, from 5 P.M. to 8 A.M. each day and grow in 60 degree house.

Tr. Pkt. 1/64 oz. 1/32 oz.

Tom Thumb—(Originator's Strain)

—A dwarf strain of Blossfeldiana.

Ideal for pot plants. For best results sow seed in January.....

	\$2.50	\$5.00	\$9.00
Blossfeldiana65	1.75	

KOCHIA

(SUMMER CYPRESS OR MEXICAN FIRE BUSH)

Tr. Pkt. Oz.

Childsi—Improved strain \$.15 \$.30

LARKSPUR—(See opposite page)

LINARIA

Excellent for combination work. Resembles a miniature snapdragon. When sown in January will make good material for combination pots for Mothers' Day.

Tr. Pkt. Oz.

Fairy Bouquet—Pastel shades; compact..... \$.25 \$1.75

LOBELIA

Sow early to get best results. Likes a cool location away from direct sun.

Tr. Pkt. Oz.

Blue Stone —Dwarf bright blue, compact...	\$.35	\$3.25
Crystal Palace Compacta —Dark blue.....	.35	3.25
Mrs. Clibran Imp. —Dwarf blue, white eye	.35	3.25
Sapphire —Deep blue, white eye, trailing	.40	3.75
White Lady —Dwarf, sparkling white.....	.35	3.25

LUPINUS (Annual)

GIANT KING

An improved strain 3 to 4 ft. tall. King Lupinus have the base branching habit, with four to six long spikes to the plant. A January sowing will give good 3" pots for spring.

Tr. Pkt. Oz. 1/4 lb.

Sky Blue —Light blue	\$.25	\$1.00	\$3.00
Heliotrope —Rosy purple25	1.00	3.00
Blue —Oxford blue25	1.00	3.00
White —Pure white25	1.00	3.00
Mixed25	1.00	3.00

MARIGOLD—(See pages 16 and 17)

MIGNONETTE

Tr. Pkt. 1/4 oz.

Giant New York Market—Selected florist strain \$1.00 \$2.00

MIMOSA

Tr. Pkt. 1/4 oz. Oz.

Pudica—(Sensitive Plant) \$.30 \$.50 \$1.50

MYOSOTIS (Winter Flowering)

Tr. Pkt. 1/4 oz. Oz.

Blue Bird \$.40 | \$1.00 | \$3.25 |

NASTURTIUM

DOUBLE GLEAM

Oz. 1/4 lb. Lb.

Glorious Gleam Hybrids Finest

Mixed—Wide assortment colors, sweet scented \$.40 \$1.25 \$4.00

DWARF DOUBLE

Oz. 1/4 lb. Lb.

Golden Globe — Golden yellow, sweet scented \$.45 \$1.50 \$4.50

Gem Mixture — Dwarf compact gem-like plants, excellent color range, sweet scented45 1.50 4.50

NEMESIA

NANA COMPACTA

Dwarf habit. Branches freely from base. Excellent for pots and combination work.

Tr. Pkt. 1/4 oz.

Superbissima Mixed — Large flowered bright shades \$.35 \$1.25

STRUMOSA GRANDIFLORA

August sowing for cut flowers in December. October sowing for spring.

Tr. Pkt. 1/4 oz.

Finest Mixed \$.30 \$1.00

NICOTIANA (Ornamental Tobacco)

AFFINIS

Showy sweet scented annual plants, giving a continuous display of Summer flowers.

Tr. Pkt. Oz.

White \$.20 \$.75

Crimson Bedder—Compact, deep crimson .30 2.00

Sensation Mixed—Flowers remain open during the day and are fragrant as other varieties. Compact, ideal for bedding 1/4 oz. \$1.00 .40 3.25

Dwarf White Bedder—(New) Plants are very dwarf and compact, bearing pure white scented flowers, which remain open all day. 1/8 oz. \$1.75; 1/4 oz. \$2.50 .75 7.50

PANSIES—(See page 18)

NIEREMBERGIA (Dwarf Cup Flower)

Sow seed early to have plants in flower for Decoration Day. Excellent plant for edging and general bedding. Will flower profusely during entire summer.

Tr. Pkt. 1/32 oz. 1/16 oz.

Purple Robe—Deep violet purple..... \$.50 \$1.75 \$3.25

PEPPERS (Ornamental)

Tr. Pkt. 1/4 oz.

Birds Eye—Popular birdseye or holly berry type \$.50 \$1.25

Christmas Candle—Bears candle-like fruit50 1.25

Long Pointed — Fine selection, long pointed type50 1.25

Robert Craig—(New) dwarf)—Compact, spreading, heavy fruiting.

Oz. \$6.00 .75 1.75

Gloekner

FLOWER SEEDS

LARKSPUR

Larkspur seed may be sown directly in the open in the fall and will flower the following spring. There are two distinctly different methods used and each has a number of successful supporters. The first method is to sow the seed fairly early in the season about August 15th to September 15th. The small Larkspur seedlings will be sufficiently large enough when cold weather sets in to winter over when given a light mulch. The other method employed is to sow the seed in rows in late October or early November so that it will not germinate until early the following spring. This crop of Larkspur will generally come in shortly after Delphinium Belladonna.

SUPREME STRAIN

A new strain of the popular Giant Imperial or Base Branching Type of Larkspur. Plants have an upright habit with longer spikes and fuller flowers.

Dark Blue Supreme—Rich violet purple

Lilac Supreme—Clear lilac

Pink Supreme—Clear rose pink, deeper in color than Pink King and Los Angeles Improved

Rose Supreme—Clear, pure deep rose

Salmon Supreme—A true shade of real salmon

White Supreme

Supreme Mixture

	Tr. Pkt.	Oz.	Lb.
PRICES ABOVE:	\$.40	\$1.80	\$18.00

REGAL STRAIN

Long spikes of well placed florets distinguishes this new strain from all others. It keeps the desirable height and basal branching habits of the Giant Imperials.

Dark Blue—Deep violet blue

Lilac—Clear lilac

Pink—Brilliant pink on salmon

Rose

Salmon Rose

White

Mixed

	Tr. Pkt.	Oz.	Lb.
PRICES ABOVE:	\$.40	\$1.80	\$18.00

GIANT IMPERIAL OR BASE BRANCHING

Blue Bell—Azure blue

Blue Spire—Very deep violet blue

Brilliant Rose—Deep salmon rose suffused

Carmin King—Deep carmine rose

Coral King—Coral pink white shaded

Dazzler—Rich scarlet

Exquisite Pink Improved—Soft pink shaded salmon

Gloria Improved—Deep salmon rose

Lilac King—Rich lilac, full double closely spaced florets

Lilac Spire

Los Angeles Improved—Brilliant pink on salmon

Miss California—Deep rose on salmon

Pink Perfection—Beautiful shade of lively light salmon pink

Pink King—Salmon pink

Rosalind—Salmon pink

Sweet Lavender—Lavender color

White King—Glistening white, huge flowers

White Spire—Pure white, early

Mixed—Named colors

SUPER MAJESTIC

Rose Pink—Rich bright rose pink

Deep Salmon Pink

Lavender—Medium rose lavender

Light Blue

White—Large flowered white

Mixed

	Tr. Pkt.	Oz.	Lb.
PRICES ABOVE:	\$.30	\$1.60	\$16.00



**LARKSPUR FIELD
(CALIFORNIA)**

MARIGOLD

BEDDING VARIETIES

DWARF FRENCH DOUBLE

	Tr. Pkt.	Oz.
Color Magic —Mixture of red, gold striped and mottled combinations	\$.35	\$3.00
Eldorado —Canary yellow tinted slightly deeper toward the center40	2.00
Giant Spry —Blooms twice size of Spry.....	.40	3.00
Golden Harmony — Luminous golden yellow30	1.75
Harmony — Deep orange center petals flanked by wide dark maroon, brown petals30	1.75
Harmony Hybrids —Dwarf attractive mixture of harmony type: crested flowers.....	.30	1.75
Primrose —Double sulphur yellow. Extra fine for borders40	2.00
Primrose Gem (New) — Primrose-yellow flowers, fully double, 2-2½-inches across. Plants 9 inches tall.....	.60	4.00
Rusty Red — (Fandango)—Large flower fully double40	3.00
Scarlet Glow — Mahogany turning to orange scarlet35	1.85
Spotlight — Yellow center; red guard petals30	1.75
Tangerine —New distinct bright tangerine-orange. Early bloomer. Excellent for cutting40	3.00

DWARF FRENCH SINGLE

	Tr. Pkt.	Oz.
Brownie — Mahogany-red flowers with golden-yellow centers; 2" across.....	\$.50	\$4.50
Fire Cross — (saffron-orange) with brown, red center25	1.75
Flash — Flowers ranging from vivid red through bronze with a few yellow, to give harmonious contrast35	1.75
Naughty Marietta —Golden yellow single flowers with maroon blotch35	1.75
Red Head —Large flowers mahogany turning to bronze and gold35	1.75
Sunny —Clear yellow35	1.75
Spanish Flag Mixed —Blended mixture of only the dwarf single marigolds in red, yellow and bi-color40	2.00

DWARF DOUBLE AFRICAN

	Tr. Pkt.	Oz.
Cupid — Dwarf African-type flowers with globular flowers and odorless foliage. Available in the following colors: Yellow, Golden, Primrose, Orange, and Mixed	\$.60	\$5.00

See top of next column for other Dwarf Double African Marigolds

	Tr. Pkt.	Oz.
Gypsy Jewels — A mixture of various shades of yellow and orange. Plants dwarf compact and neatly formed.....	\$.35	\$2.00
Pot O'Gold —Deep golden orange, 100% double35	2.00

MINIATURE EXTRA DWARF

Butterball —Dwarf. Soft butter yellow	\$.35	\$1.85
Gold Crest —Dwarf double golden yellow35	1.85
Melody —Dwarf. Double brilliant orange..	.35	1.75
Spry Hybrids — Miniature flower abundantly produced in new and unusual combinations40	2.00
Spry —Yellow crested center, mahogany-red guard petals35	1.85
Sunkist — Rich deep golden orange30	1.85
Lemondrop —Full double canary-yellow....	.40	4.00
Yellow Pygmy35	1.85



**MARIGOLD
BUTTERBALL**

MARIGOLD

TALL VARIETIES FOR CUTTING

AFRICAN TALL DOUBLE

Of comparative recent development, these all double strains produce practically 100% true double flowers.

	1/4 lb.	Tr. Pkt.	Oz.
Fluffy Ruffles —Golden yellow.....		\$.35	\$3.00
Golden Emblem —A distinct shade of deep golden yellow.....		.30	1.75
Orange All Double —Rich orange... \$6.00		.30	1.75
Lemon All Double —Bright lemon yellow	6.00	.30	1.75
Lemon Queen — Bright lemon yellow	6.00	.30	1.75
Prince of Orange Improved	6.00	.30	1.75

CHRYSANTHEMUM FLOWERED

	Tr. Pkt.	Oz.
Glitters —Lemon yellow	\$.35	\$3.00
Happiness —(Medium Dwarf)—About 18" tall. Large flowers of a cheerful golden yellow color. Profuse bloomer45	2.50

MISSION GIANTS

Ball-shaped blooms measure 3" across. For Spring greenhouse or outdoors.

	Tr. Pkt.	Oz.
Goldsmith —Golden orange45	2.50
Yellowstone —Clear golden yellow45	2.50

GIGANTEA

A remarkable new sweet scented, robust growing extremely large flowered type, ideal for show purposes, florist use and garden decoration. It has also been tested and found good for greenhouse culture.

	Tr. Pkt.	Oz.
Orange Sunset —Deep rich, lively orange	\$.35	\$1.75
Sunset Giants Early Mixed — Exciting blend of orange and yellow shades. Flowers 18 days before regular strains...	.40	3.00

CARNATION FLOWERED

	1/4 lb.	Tr. Pkt.	Oz.
Guinea Gold — Reselected strain orange loosely finished flowers. 2 1/2 feet	\$6.00	\$.30	\$1.80
Real Gold30	1.80
Yellow Supreme	6.00	.30	2.00

WINTER FLOWERING

	Tr. Pkt.	1/4 oz.
Colorado Sunshine — This is a marigold selected as a cut flower variety. It is a luminous golden yellow with ruffled and wavy petals. Flowers 3 to 4 inches. Also recommended for outdoor culture. The stems are long and strong.....	\$.50	\$4.50



MARIGOLD MELODY



MARIGOLD GUINEA GOLD

PANSIES

SEPARATE COLORS

	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Alpenglow — Velvet mahogany-red with dark blotch	\$.80	\$2.00	\$3.50	\$11.00
Berna —Dark violet blue.....	.80	2.00	3.50	11.00
Blue — (Ullswater) — Rich clear blue80	2.00	3.50	11.00
Bronze Shades — Blend of colors ranging from old gold — rich copper to deep browns. A true jumbo strain	1.65	4.40	7.50	22.50
Coronation Gold — Pure golden yellow, flowers slightly ruffled at edges.....	.80	2.00	3.50	11.00
Luna —Sulphur yellow self80	2.00	3.50	11.00
Moon Moth —Pure white.....	1.65	4.40	7.50	22.50
Pay Dirt —Yellow	1.75	5.50	9.00	29.50
Pure White80	2.00	3.50	11.00
Rheingold — Yellow with blotch80	2.00	3.50	11.00



MIXTURES

PANSY SPECIAL STRAIN MIXED

This strain possesses very large blooms on vigorous plants, and is especially good for bedding. The color range is quite good containing combinations of deep rich colors in the red and wine shades.

Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
\$1.50	\$3.75	\$6.75	\$21.00

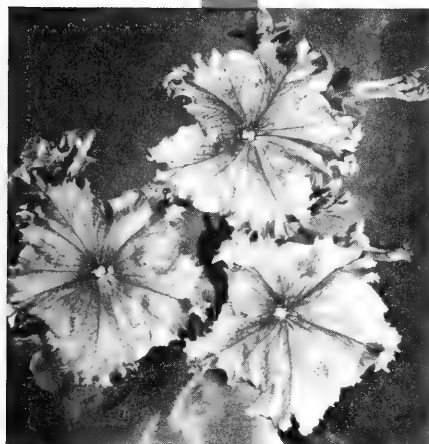
	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Arcadia — Brilliant colors and pastel shades form a complete color range in this strain characterized by large flowers on sturdy, dwarf plants.....	\$1.00	\$3.00	\$5.00	\$15.00
Butterfly Hybrids — Contains a large proportion of apricot, terra cotta and rosy, orchid shades in addition to regular colors	1.50	2.20	4.10	14.00
Gloeckner's Exhibition80	2.00	3.30	11.00
Jumbo	1.40	3.00	5.00	16.50
Maple Leaf Giants —Large flowering strain75	1.75	3.00	10.00
"400" Super Swiss Giants	1.00	2.25	3.75	13.00
Oregon Giants Mixed — (Originator's Seed) — Fine strain of giant ruffled pansies. Large heavy textured flowers in a good range of colors	1.25	2.25	4.00	12.00
Queen Alexandrine —(Felix)—A novel strain with light centers and whisker-like markings. Flowers are large and come in a wide color range. Plants vigorous.....	1.00	2.20	4.00	12.00
Swiss Giant Improved —A special blend for florists, superlative in form and range of dark, rich colors. Most of the blooms waved75	1.50	2.75	9.00
Tall Winter Flowering — Tall growing winter cut flower variety	1.00			

NON PLUS ULTRA

This strain has large, fine flowers of superb texture and excellent markings. It is made up of fourteen separate colors so blended that it gives a perfect color balance to the mixture. It is without question a perfect strain for the commercial trade.

Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Mixed \$1.00	\$1.75	\$3.50	\$12.00

PETUNIAS



BALLERINA



**RAMONA
STRAIN**

•F1 HYBRIDS

Your customers will find the F1 HYBRID PETUNIAS listed below noteworthy for their clear strong colors and dwarf compact growth. Their vigor surpasses that found in line-bred varieties, and they remain attractive much longer in bed or pots than non-hybrids. Even as young plants their superiority is evident. They sell on sight. They bloom two weeks earlier.

GRANDIFLORA SINGLE

	Tr. Pkt.	1/64 oz.	1/32 oz.
• Ballerina —Soft glowing salmon	\$2.50	\$8.00	\$15.00
• Bolero —Carmine rose pink	2.50	8.00	15.50
• Crusader —Large well fringed intense rose and white flowers striped and blotched	2.50	8.00	15.50
• Fire Dance —(New—All American Bronze Medal Winner for 56). Brilliant salmon scarlet with yellow throat. Uniform dwarf plants are base branching with flowers that are deeply fringed	3.00	10.00	19.00
• La Paloma —Pure white	2.50	8.00	15.50
• Prima Donna —Bright rose pink	2.50	8.00	15.50
• Tango —Deep scarlet salmon	2.50	8.00	15.50
• Ballet Mixed —A blending of the above Fi Hybrid Petunias with the addition of a deep purple and steel blue to complete the mixture	2.50	8.00	15.50

MULTIFLORA SINGLE

	Tr. Pkt.	1/64 oz.	1/32 oz.
• Apache —Bright red rose	\$1.75	\$6.50	\$11.70
• Commanche —Very deep scarlet red	1.75	6.50	11.70
• Linda —Clear, light salmon-pink	1.75	6.50	11.70
• Mohawk —Bright rose pink	1.75	6.50	11.70
• Paleface —Pure white	1.75	6.50	11.70
• Pink Sensation —Clear pink	1.75	6.50	11.70
• Rose Charm —	1.75	6.50	11.70
• Silver Medal —(Hybrid)—Salmon rose	1.75	6.50	11.70
• Sioux —Medium tone salmon	1.75	6.50	11.70
• Pow-Wow Mixed —A blend mixture of the Red Skin Petunias with a few unnamed varieties added to give color balance	1.75	6.50	11.70

GRANDIFLORA COMPACTA

(SINGLE FRINGED—Dwarf)

	Tr. Pkt.	1/64 oz.	1/32 oz.
Gaiety —Rose and white	\$.80	\$1.75	\$ 3.00
Lace Veil —Pure white85	2.00	3.50
Setting Sun —Deep rose85	2.00	3.50

DWARF GIANTS OF CALIFORNIA

Ramona Strain—(Select) A dwarf sturdy growing type especially suited to pot culture. Flowers are beautifully ruffled and fringed with open, well-marked throats.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.
\$1.75	\$2.75	\$5.00	\$9.50

Dwarf Continental Giants—A selected dwarf strain in an exceptionally fine mixture.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.
\$1.50	\$2.75	\$5.00	\$9.00

MULTIBLOOM MIXED (New)—This dwarf and vigorous strain is exceptionally free flowering, in a complete range of colors found in this type and having flowers which are equally as large and frilled as those found in the regular strain. Plants are a little more dwarf and spreading than the regular strain.

Tr. Pkt.	1/64 oz.	1/32 oz.
\$2.25	\$6.50	\$12.00

**TURN PAGE
FOR MORE PETUNIAS**

PETUNIAS

(CONTINUED FROM PAGE 19)

HYBRIDA NANA ERECTA (DWARF HYBRIDA CLASS)

	Tr. Pkt.	1/4 oz.	Oz.
Admiral — Dwarf blue. Flowers ruffled at edge. 1/32 oz. 3.00; 1/16 oz. 5.50	\$.85		
Blue Bedder — Mid blue40	\$1.35	\$4.25
Celestial Rose Improved — Deep rose, very compact60	2.25	6.50
Cream Star —Creamy white60	2.25	
English Violet — Violet shading to rose75	2.75	
Fire Chief — True scarlet, 1/16 oz. 1.65; 1/8 oz. 3.0050	5.00	
Glow —Dazzling carmine red. 1/8 oz. 2.0050	4.00	
Glowing Rose — A large and intense color. Similar to Celestial Rose in growth60	3.25	
Heavenly Blue Improved — Light blue50	1.75	6.00
Howard Star Improved — (Hybrida) — Velvety purple, pure white star40	1.35	4.25
Igloo —Dwarf white60	2.00	6.50
King Henry — Rich velvet red. Dwarf and large flowered. 1/32 oz. 1.45; 1/16 oz. 2.75; 1/8 oz. 5.2560	9.50	
Lipstick —Bright cerise rose, shaded salmon with white throat.....	.50	5.00	
Radiance —(Hybrida)—Cerise rose with underlying salmon color. Golden yellow throat40	1.50	
Rose of Heaven Improved — Very dwarf50	1.25	3.75
Rosy Morn Improved —Very dwarf50	1.25	3.75
Snowball —Pure white, very compact40	1.75	5.50
Sunrise — (Special Strain) — Brilliant rose with scarlet flush75		
Topaz Queen — (Hybrida) — Extra dwarf. Scarlet rose50	1.75	6.00
Twinkles — Brilliant rose starred white50	2.00	6.00
Velvet Ball — Deep velvety blood red. 1/32 oz. 1.45; 1/16 oz. 2.75 1/8 oz. \$5.2575	10.00	
Violet Blue — Compact habit; rich violet blue50	1.50	4.75
Violacea —Deep velvety purple.....	.50	1.40	4.50
Choice Mixed50	1.25	3.75



GRANDIFLORA F2 (NEW)

Carnival—A mixture of fringed and ruffled flowers, typical of the grandiflora type, consisting of wide range of colors including solids and bi-colors.

Tr. Pkt. \$1.50 1/32 oz. \$3.85 1/16 oz. \$7.00

GRANDIFLORA SINGLE PLAIN EDGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Blue Beauty — Distinct shade of violet blue	\$.75	\$1.50	\$2.75
Dazzler —Brilliant scarlet, compact75	1.50	2.75
Dwarf Elks Pride — Dwarf dark velvety purple85	2.00	3.50
Pink Glory Improved —Flame rose pink, very compact85	2.00	3.50
Popcorn —Pure white	1.50	2.75	5.00
Royalty —Large ruffled flowers in a combination of Purple and White85	2.00	3.50
Snowstorm Improved — Glistening white, shaded yellow in throat..	.85	2.00	3.50
White Cloud — Pure white, dwarf compact85	2.00	3.50

GRANDIFLORA SINGLE FRINGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Dainty Lady —Very pale yellow.....	\$1.00	\$2.25	\$3.75
Miranda — Rose carmine, dark throats75	1.50	2.75
Pink Triumph —Bright rose pink.....	.75	1.50	2.75
Royal Purple —(Marine)75	1.50	2.75
Theodosia Improved — Largest fringed rose, gold throat75	1.50	2.75
White Beauty75	1.50	2.75
Fluffy Ruffles Mixed60	1.50	2.75

Gloeckner

FLOWER SEEDS



CELESTIAL ROSE IMPROVED

CALIFORNIA RUFFLED GIANTS (Large Throated)

	Tr. Pkt.	1/64 oz.	1/32 oz.
Coppery Red — Coppery scarlet, dark throat	\$1.00	\$1.75	\$3.00
German Empress — Lilac veined, purple throat	1.00	1.75	3.00
Glamour —Salmon rose, delicately veined brown in the creamy throat85	2.00	3.75
Prince of Wuertemberg — (Black Prince) — Dark crimson, black throat75	1.50	2.50
Princess of Wuertemberg — Rose deep garnet throat75	1.50	2.50
Supreme Strain — Rose and pink shades	1.00	1.75	3.00
Ruffled Monster Mixed75	1.50	2.50

BALCONY

	Tr. Pkt.	1/4 oz.	Oz.
Black Prince — Deep rich velvety crimson	\$.50	\$2.00	\$6.75
Blue — Rich indigo40	1.50	5.00
Crimson — Velvety40	1.50	5.00
Rose — Brilliant40	1.50	5.00
Balcony Rosy Morn — Pink with white throat40	1.50	
White — Pure white40	1.50	5.00
Mixed Colors40	1.50	5.00

NANA COMPACTA FRINGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Innocence — (Fringed Snowstorm) Pure white flowers dwarf compact habit	\$1.00	\$2.50	\$3.75
Little Giants Mixed — (Ruffled) — The blooms are extra large, well ruffled with good open throats and are more of the Dwarf Giants of California Type in both form and size75	1.50	2.75
Little Giants, Pink Shades —Same habit as above mixture but shades of pink only.....	1.00	1.75	2.75

ALL DOUBLE PAN AMERICAN

This is an exceptionally fine strain of All-Double Petunias bred and grown in the United States. It is considered one of the leading strains and has large double flowers in the most popular colors.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Allegro — Bright deep salmon, scarlet salmon buds. Flowers dwarf, vigorous and free blooming	\$4.50	\$16.00	\$29.50

Caprice — Brilliant rose pink, dwarf growing vigorous compact. A very popular color.....	4.50	16.00	29.50
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Nocturne —Deep midnight purple the deepest color in Petunias...	4.50	16.00	29.50
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Rhapsody —Wine purple	4.50	16.00	29.50
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Sonata —Pure white, semi-dwarf with deeply fringed flowers.....	4.50	16.00	29.50
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Glorious Mixture — A balanced complete mixture of all the above varieties	4.00	14.45	28.00
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ALL-DOUBLE VICTORIOUS

	Tr. Pkt.	1/64 oz.	1/32 oz.
Attraction —Rich bright rose and contrasting white variegation.			

Pure white	\$4.00	\$12.60	\$24.00
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Blue Brocade —Violet blue	4.00	12.60	24.00
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Cheerful — (New) — True clear pink, large flowered.....	5.00		
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Fantasy — Velvety violet-blue and white1/128 oz. \$8.50	4.50		
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Gaiety —Light rose red. Variegated white markings	4.00	12.60	24.00
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Pure White	4.00	12.60	24.00
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Purple Queen — (New) — Exceptionally large flowered, brilliant rich purple shaded velvety blue	5.00		
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Rosy Carmine —(World Beauty) — Bright rose	4.00	12.60	24.00
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Salmon Supreme — (New) — Pleasing salmon rose color.....	5.00		
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Salmon Shades — (New) — Consists of variations of salmon rose shades, large flowered and well fringed	5.00		
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Striped — (New) — Variegated rose and white. Fully double and fringed	5.00		
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Sunset Giant — (New) — Brilliant deep salmon shaded scarlet. Bright colored, fully doubled, well fringed	5.00		
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Victorious Mixed	4.00	12.60	24.00
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White Swan — (New) — Large double flowers, very well fringed	5.00		
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Gloeckner's All Double Mixed—Consisting of the best of the all double petunias

Tr. Pkt. 1/16 oz. 1/32 oz.

\$4.00 \$14.45 \$28.00

PHLOX DRUMMONDI

Gloeckner

SPECIAL STRAIN MIXED

This is an exceptionally dwarf strain of phlox especially adapted to pot culture for spring sales. The mixture of colors are well balanced and bright with fine individual flower heads.

This strain has been well tried in many localities as we have had it for a number of years in very limited quantities.

Tr. Pkt. \$1.00 1/4 oz. \$2.00 1/2 oz. \$3.50 Oz. \$6.00

NANA COMPACTA

	Tr. Pkt.	1/4 oz.	Oz.
Apricot	\$.40	\$1.00	\$3.25
Chamois Rose—Deep rose40	1.00	3.25
Fireball—Fiery red40	1.00	3.25
Isabellina — Yellow40	1.00	3.25
Salmon Pink40	1.00	3.25
Snow Ball — Pure white40	1.00	3.25
Mixed40	1.00	3.25

CUSPIDATA (Star Phlox)

	Tr. Pkt.	1/4 oz.	Oz.
Mixed — Good color range of toothed and frilled-edged flowers40	1.00	3.25

GIGANTEA

A strain of Phlox Drummondii with flowers measuring 1 1/4 to 1 1/2 inches in diameter. The habit is erect and uniform, growing from 9 to 12 inches tall.

	Tr. Pkt.	1/4 oz.	Oz.
Art Shades Mixed	\$.40	\$1.00	\$3.50
Red Glory—Brilliant red with large creamy white eye40	1.00	3.50
Rosy Morn—Deep rose pink with white eye40	1.00	3.50
Salmon Glory—Deep salmon with cream eye40	1.00	3.50

POPPY NUDICAULE

	Tr. Pkt.	Oz.
Gartford Giants Mixed — Pastel colors, excellent strain of pastel mixture, picotee markings	\$.35	\$4.00
Sanford's Giants—Finest mixed, vigorous growers, long stems, fine colors.....	.35	3.75



PORTULACA DOUBLE MIXED

PORTULACA

	Tr. Pkt.	Oz.
Jewel—(Single)—Deep carmine	\$.50	\$3.00
Double — Large flowering mixed. Extra fine quality50	4.00
Single—Large flowering mixed25	2.75

RICINUS

(CASTOR BEANS)

	Oz.	1/4 lb.	Lb.
Zanzibariensis Mixed—Very richly colored foliage. Enormous plant, on good soil growing 10' high	\$.20	\$.60	\$2.00

SALPIGLOSSIS

Emperor or Superbissima

	Tr. Pkt.	Oz.
Finest Mixed	\$.25	\$1.00

SANVITALIA PROCUMBENS

Very dwarf yellow flowered edging plant sometimes called Creeping Miniature Zinnia	\$.30	\$2.00
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SAPONARIA VACCARIA

January 15th sowing in shallow flats will flower for Mother's Day

	Tr. Pkt.	Oz.
Rosea—Used in same manner as "Baby's Breath"; feathery pink flowers	\$.25	\$1.00



PRIMULA SPRINGTIME

SALVIA (See Page 24)

SCABIOSA (OLD MAID'S PINCUSHION) LARGE FLOWERED TALL DOUBLE

	Tr. Pkt.	Oz.
Ageratum Blue—Mid blue	\$.20	\$.90
Azure Fairy—Azure blue20	.90
Blue Cockade—Deep blue20	.90
Cattleya—Rich rosy lilac, orchid tone.....	.20	.90
Cherry Red or Crimson20	.90
Fire King—Fiery scarlet20	.90
King of the Blacks—Reddish black.....	.20	.90
Loveliness—Salmon rose shades20	.90
Peach Blossom20	.90
Rosette20	.90
Shasta—Pure white, very large.....	.20	.90
Special Mixture20	.90

IMPERIAL GIANTS

	Tr. Pkt.	Oz.
Blue Moon — Flowers composed entirely of broad, heavy, wavy petals. Rich deep lavender blue	\$.30	\$2.40
Coral Moon — Deep and light shades of Salmon Rose40	2.50
Imperial Hybrids Mixed — Large flowers with strong stems. Mixed salmon and rose shades30	2.40
Lavender Moon — Silvery lavender, long-stemmed40	2.50

**FOR YOUR FOLIAGE PLANT
REQUIREMENTS SEE
YOUR GLOECKNER REPRESENTATIVE.**

PRIMULA

Seed of Primula malacoides sown in June will make good flowering plants for January. September-sown seed will produce good plants for early spring; while later sowings can be grown into small plants for combinations. Little or no fertilizer is recommended during the early growth stages.

MALACOIDES

Tr. Pkt.

- Springtime**—An attractive Salmon-pink, that does not fade with age. Flower stems are strong and support a profusion of good-sized blooms. Unlike many varieties of Malacoides, the foliage has good texture and is fairly resistant to rot..... **\$2.00**
- Flamingo** — clear pink flowers, strong, compact plants **2.50**

ERIKSSON'S MALACOIDES

Tr. Pkt. 1/64 oz.

- Glory of Riverside Imp.**—True rose pink. Strong grower **\$1.25 \$2.75**
- White Giant** — An exceptionally strong grower and well adapted for combinations **1.25 2.75**
- Mrs. Eriksson of Riverside** — A glowing rose-red. A very strong grower..... **1.25 2.75**
- Lavender**—This variety contains the most beautiful shades of lavender **1.25 2.75**
- Red**—An outstanding glowing red. Large flowered and heavy producer **1.25 2.75**

ORCONICA

Seed should be sown in January if wanted for Christmas bloom and later. Frequent transplanting should be given until September when the plants should be set in the pots in which they are to bloom. Shade and moisture should be provided during the summer. This plant is becoming increasingly popular as a pot plant.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Fasbender Red	\$1.50	\$2.75	\$5.00
Mohnstein Red	1.50	2.75	5.00
Mueller Rose	1.50	2.75	5.00
White — (Snowstorm)	1.50	2.75	5.00
Blue	1.50	2.75	5.00
Mixed	1.50	2.75	5.00

SALVIA **SPLENDENS (Scarlet Sage)**



FARINACEA (Blue Sage)			
	Tr. Pkt.	1/4 oz.	Oz.
Blue Bedder —Medium lavender-blue 3 ft.	\$.50	\$1.25	\$4.00
Royal Blue — More intense blue than above.....	.75	1.50	5.00

EARLY BLOOMING (Mid-July until frost)				
	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Blaze of Fire —16 inches.....	\$.85	\$2.25	\$7.25	\$21.75
Fireworks — 10-14 inches. Improves St. John's Fire in its earliness of bloom and dwarf compact growth	1.00	3.00	10.00	30.00
Firemagic	1.00	3.00	10.00	30.00
Harbinger — 16 inch bright scarlet65	1.50	5.25	15.75
St. John's Fire —12 inch blooms	1.00	2.75	9.00	27.00
Toreador —Dwarf, improvement of St. John's Fire.....	1.00	3.00	10.00	30.00

MID BLOOMING (Early August until frost)				
	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Firebrand —18 inches	\$.85	\$2.25	\$7.25	\$21.75

LATE BLOOMING (Late August until frost)				
	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
America —(Globe of Fire) 20 in.	\$.65	\$2.00	\$6.00	\$18.00
Bonfire —(Clara Bedman) 26 in.60	1.50	5.25	15.75
Brightness —30 in. more compact than Splendens50	1.40	4.50	13.50
Splendens — Original late-flowering variety, 30 inches.....	.45	1.40	4.50	13.50
Zurich —25 inches65	1.50	5.25	15.70

STOCK CULTURE



Stocks are very satisfactory for Winter and Spring flowering. Sowing the seed in August and benching in October, the first flowers may be cut before Christmas if additional light (40-60 watt lamps spaced 5 feet) is used. Without this aid, the crop will come into flower in January. Continuity of bloom may be obtained by successive sowings. This non-branching type, which has come into general use, should be planted 3 inches in the row and 6 inches between rows, producing a single stem. The branching types should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

Flowering of stocks only occurs when the temperatures are below 60 degrees for the greater part of the night. To secure the greatest percentage of doubling, the largest and most vigorous plants should be selected.

**SOWING DATES OF COLUMN OR NON-BRANCHING STOCKS
FOR THE VARIOUS BLOOMING DATES**

Time of sowing	Flowering	Time of sowing	Flowering
August 1.....	January	December 1.....	May
September 1.....	February	January 1.....	Mother's Day
October 1.....	March	February 1.....	June
November 1.....	April	February 15.....	June 15

STOCKS

NON-BRANCHING

EXCELSIOR COLUMN STOCKS

- | | |
|---|--|
| Apricot — Large flowered creamy buff | Rose Pink — Clear rose pink |
| Dark blue | Royal Purple |
| Deep Apricot | Ruby — Rich crimson red |
| Gardenia — Shimmering glistening white | Silvery Lilac — Lavender |
| Malmaison Pink — Blush pink | White |
| | Yellow Wonder — Rich creamy yellow with full double florets well arranged on long spikes. |

Tr. Pkt.	1/4 oz.	Oz.
\$1.25	\$2.75	\$10.00

PRICES ABOVE:

Pacific Pink—A true pure pink Stock, extremely good under artificial light. Cream base with a touch of salmon. Does not have bluish cast of other pink and rose-pink Stocks.

Pacific White—Vigorous, very early, well-spaced florets which force well.

Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
\$1.25	\$2.25	\$4.00	\$12.00



BRANCHING

GIANTS OF CALIFORNIA

The Giants of California can also be grown similarly to the non-branching type. When grown this way, the side shoots should be removed. For the retail grower the branching types are gaining popularity. These should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

- | | |
|-------------------------------|----------------------------|
| Pacific —Blue | Santa Maria —White |
| Red Woods —Blood red | Tahoe —Lavender |
| Santa Barbara —Chamois | Yosemite —Rose pink |

Tr. Pkt.	1/4 oz.	Oz.
Prices Above: \$.40	\$1.40	\$4.50

BISMARCK (Early Giant Imperial)

This class continues to be popular with the florist for a cut flower. It is also excellent for bedding.

- | | |
|--|---------------------------------------|
| Buttercup —Rich yellow | Fiery Blood Red |
| Chamois —Ivory, tinted old rose | Flesh —Bright flesh |
| Dark Blue or Purple | Golden Rose —Light golden rose |
| Elk's Pride —Rich deep purple | Lavender —Silvery lilac |
| | White |

Tr. Pkt.	1/4 oz.	Oz.
Prices Above: \$.40	\$1.25	\$4.00

DWARF TEN-WEEK

Large Flowering for Pot Plants and Bedding

- | | |
|----------------------|--------------------------|
| Blood Red | Lavender |
| Canary Yellow | Purple |
| Carmine Pink | White |
| Deep Rose | Mixed —All colors |

Tr. Pkt.	1/4 oz.	Oz.
Prices Above: \$.35	\$.75	\$2.75

TRYSONIC GIANT IMPERIAL (Branching)

Years of research went into producing Trysonic Stock that produces 85 per cent or more double-flowered plants when sown from seed. In addition to this excellent trait, when the seedlings reach the four-leaf stage you can pick out the small, weak ones that will develop into singles and thus insure yourself close to 100 per cent double-flowering plants.

- | | |
|---------------------------|----------------------|
| FIERY RED | NAVY BLUE |
| BRIGHT ROSE | CANARY YELLOW |
| CHAMOIS —Buff-pink | WHITE |
| LILAC LAVENDER | CHOICE BLEND |

Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Prices Above: \$1.75	\$2.75	\$5.00	\$18.00

SCHIZANTHUS

Late summer sowing planted after early Chrysanthemums should flower in March. If additional light is used from October 25, blooming will start in January.

	Tr. Pkt.	1/4 oz.	
Dr. Badger's Hybrids —A brightly colored large-flowered strain of medium height. Suitable either for pots or cutting	\$.50	\$1.25	
Brilliant Blend —Dark, bright colors, suitable for cutting. If properly pinched will make a good plant50	1.25	
Excelsior Compactus Mixed —Very dwarf (10" approx.) for pots65	2.00	

SHAMROCK

	Tr. Pkt.	1/4 oz.	Oz.
True Irish	\$.20	\$.35	\$1.20

STATICE SUWOROW

RUSSIAN OR RAT TAIL STATICE

Tr. Pkt.	Oz.
\$.25	\$1.50

STATICE SINUATA (IMPROVED)

	Tr. Pkt.	Oz.	Lb.
Heavenly Blue —Bright clear skyblue.....	\$.50	\$1.00	\$10.00
Kemp's Tall Improved —Deepest blue20	.50	6.75
Lavender20	.50	6.75
Market Rose —(New)20	.50	6.75
Rosea Superba20	.50	6.75
Snow White —Greatly improved white20	.50	6.75
Yellow — (Bonduelli)20	.50	6.75
New Superb Hybrid Mixed20	.50	6.75

THUNBERGIA—BLACK EYE SUSAN

	Tr. Pkt.	Oz.
Mixed	\$.20	\$1.10

TORENIA

	Tr. Pkt.	1/8 oz.	1/4 oz.
Fournieri — Rich combination of deep blue with violet splotches on lip. Good for Combinations, Pot Plants and Bedding.....	\$.50	\$1.25	\$2.25

VERBENA (See page 28)

VINCA

An excellent Bedding Plant. Sow seed in August or September.

	Tr. Pkt.	1/4 oz.	Oz.
Alba Pura —Pure white	\$.30	\$.60	\$2.00
Delicata —Pink with rose eye30	.60	2.00
Kermesina —Crimson30	.60	2.00
White with eye30	.60	2.00
Rosa —Pink30	.60	2.00

SWEET PEAS

SUMMER FLOWERING

*—SIX BEST

WHITE

***Gigantic**—White-black seeded
Snow White

PINK

***Pinkie**—Large rose pink
***Crony**—Shrimp pink
Floradale—Rich salmon pink on cream ground
Pink Frills—Rich cream pink

LAVENDER

King Lavender—Clear lavender
***Highlander**—Pure lavender
Powerscourt—Large lavender

RED

***Welcome**—Dazzling scarlet
Rubicund—Crimson scarlet

ORANGE

***Orange Flare**
Tangerine Improved—Fiery orange

BLUE

Reflection—Clear mid blue
Flagship—Deep navy blue

PRICES:

Oz. \$.40 1/4 lb. \$1.25 Lb. \$4.00

FOR YOUR FOLIAGE
PLANT AND BULB
REQUIREMENTS
SEE YOUR

Gloeckner
REPRESENTATIVE

EARLY WINTER FLOWERING

PINK

Annie Laurie—Pure rose pink
Ball Rose Improved—Cerise pink
Jeanne Mamitsch—Cerise pink
Josie — Brilliant rose pink, long stems
Laddie Improved—Long stemmed giant rose, pink
Majestic Rose—Deep brilliant rose pink
Rose Queen Improved—Rose pink
Shirley Temple — Delightful soft rose pink

BLUE

Blue Bonnet—Best clear blue
Mrs. Herbert Hoover — Clear blue
Princess Blue — Rich belladonna blue

ORANGE

Ball Orange Improved—Clear deep orange
Sequoia — Golden salmon cerise, large flowers
Treasure Island—Sparkling shades of golden orange
Valencia—Sunproof orange

LAVENDER

Fragrance—Clear lavender
Harmony—Clear lavender
Lavanda—Clear lavender
Memory—Clear rosy lavender
Triumph — Lilac mauve, long stemmed
Twilight — Lavender, with larger flowers than Harmony, which is nearest this color; vigorous grower

RED

Bright Light—Flaming scarlet
Fiesta — Red
Grenadier—Dazzling scarlet
Mars—Rich deep crimson
Pride—Pure deep even cerise
Signal Red—A real sunproof scarlet of great brilliance

WHITE

Hope—(Black Seeded) Pure white
Snowstorm—White
White Harmony — (Black Seeded)

	Oz.	1/4 lb.	Lb.
Prices:	\$.55	\$1.65	\$6.00

ZVOLANEK'S MULTIFLOWERED CLASS

A new, free-flowering class of Sweet Pea which produces many stems with five and six flowers. Stems are exceptionally long as well, making this a profitable market variety.

Lavender — Giant size blooms on exceedingly long stems.
Orange Cerise — Characterized by its vivid color and large flowers.
Rose — Vigorous grower with large, medium-rose flowers.
Salmon Pink — Rose-pink flowers with tinge of salmon. Four and five flowers to the stems which are long but not so strong as the other varieties in the class.

• **Whirlwind** — Considered the best white of the group. Five or six flowers of a light rose are borne on strong 14-inch stems. Vigorous grower.
White — Pure white flowers, many fives, are carried on strong stems. Good for wedding work.

	1/2 oz.	Oz.	4 oz.	Lb.
Prices:	\$1.75	\$3.00	\$10.00	\$35.00

SPRING FLOWERING CUTHBERTSON STRAIN

This class of Sweet Peas replaces Spring-Flowering of types previously offered. Indoors, seed sown November 1st, will bloom in April. The Cuthbertson Class is recommended for sowing after November 1. It needs strong spring sun to bloom.

It is exceptionally successful outdoors, in the North, flowering two weeks later than the Early Flowering, and two to three weeks earlier than the Summer Flowering.

Billy—Bright cerise rose on salmon
Carol—Strong growing clear pink
Coline—Vigorous sunproof scarlet
Danny—Navy blue
Doris—Deep cherry rose
Evelyn—Salmon cream pink
Frank G. — Strong growing lavender

Hazel—Light blue
Janet—A pure black seeded white
Jessie — Wavy flowers of clear satin mauve
Lois — Rose pink on white background
Tommy—Clear medium blue
Mixed

	1/2 oz.	1 oz.	1/4 lb.
Prices:	\$.35	\$.55	\$1.65

VERBENA

HYBRIDA GRANDIFLORA GIGANTEA

A popular bedding plant due to its free flowering qualities. Seed must be sown early to get good plants for Spring.

	Tr. Pkt.	1/4 oz.	Oz.
Beauty of Oxford Hybrids —Rose pink to rose shades.....	\$.40	\$.80	\$2.85
Brightness —Bright cerise scarlet; white eye40	.80	2.85
Cerise Queen —Salmon cerise40	.80	2.85
Crimson Glow —Glowing crimson... ..	.40	.80	2.85
Giant Salmon Pink —Salmon pink with white eye40	.80	2.85
Lavender Glory —Large flowered lavender with light eye.....	.40	.80	2.85
Luminosa —Fiery pink shading to salmon40	.80	2.85
Marilyn (New) —A fiery cerise rose with small cream eye. A warm, underlying tone of iridescent brilliance makes this a radiant addition to Verbenas40	.80	2.85
Royale —Blue with creamy yellow eye40	.80	2.85
Spectrum Red —Intense bright red40	.80	2.85
Vivid —Very bright sunproof scarlet red40	.80	2.85
White —Pure white40	.80	2.85
Mixed40	.80	2.85

BUSH-TYPE VERBENAS (New)

These new "Bush-Type" Verbenas are becoming very popular for their uniform, vigorous and upright growth. Eight to ten inches high, the plants are topped with a dense mass of flower heads.

	Tr. Pkt.	1/4 oz.	Oz.
Firelight —Vivid solid red	\$.55	\$1.30	\$4.00
Roselight —Bright rose, white eye... ..	.55	1.30	4.00
Salmon Queen —Salmon-pink55	1.30	4.00
Snow White55	1.30	4.00
Starlight —Blue, cream eye55	1.30	4.00
Bush Type Blend —Brilliant mixture of above55	1.30	4.00



Gloeckner

SPECIAL STRAIN MIXED

A fine mixture of dwarf Verbena for spring bedding plant sales. The plants are very dwarf in habit and have a splendid range of colors containing many of the eyed types through the mixture.

This is an excellent dwarf Verbena especially adapted to growing in 2 1/4" and 3" pots.

This is the first time we have been able to offer this seed in quantity.

Tr. Pkt.	1/4 oz.	1/2 oz.	Oz.
\$1.00	\$2.00	\$3.50	\$6.00

DWARF COMPACTA

(An Extra Dwarf Type)

	Tr. Pkt.	1/4 oz.	Oz.
Blue Sentinel	\$.55	1.50	\$5.00

Crystal —Pure white flowers produced in abundance.....	.75	2.00	6.00
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Fireball50	1.10	3.25
Pixie —Bright red with eye.....	.50	1.10	3.25

Sparkle —Bright scarlet red with large white eye.....	.75	2.00	6.00
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White50	1.10	3.25
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ZINNIAS

GIANT CACTUS FLOWERED

	Tr. Pkt.	1/4 oz.	Oz.
Blaze Mandarin-red.	\$.75	\$2.25	\$6.50
Burpee Hybrids — Varied mixture of brilliant colors and blends50	1.00	3.00
Eskimo — Flowers open creamy white changing to pure white as they mature. Needle petals not twisted50	1.00	3.00
Floradale Scarlet — Vibrant red with twisted flat petals40	.50	1.50
Riverside Beauty —Luminous pink with curled and twisted petals.....	.50	1.00	3.00
Sunny Boy — Rich buttercup yellow, flat reflexed petals.....	.50	1.00	3.00

DAHLIA FLOWERED

BODGER'S GOLD MEDAL STRAIN

The center petals of this popular class incurve giving the blooms a deep, full appearance.

Canary Bird —Rich canary yellow
Crimson Monarch —Deep crimson, flowers very large
Dream —Deep lavender
Eldorado —Salmon apricot
Exquisite —Light rose, deep rose center
Golden Dawn —Golden yellow
Golden State —Golden orange
Illumination —Deep rose self
Luminosa —Bright deep pink
Oriole —Orange and gold bicolor turning deep orange
Polar Bear —Large pure white
Purple Prince
Scarlet Flame —Bright scarlet
Will Rogers —Brilliant scarlet red
Finest Mixed

Prices Above:

Tr.Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.30	\$.50	\$.85	\$1.35	\$4.00	\$14.50

FANTASY

Melody —Orchid lavender
Orange Lady —Rich shade of deep bright orange
Rosalie —Bright intense rose
Star Dust —Golden yellow
White Light —White
Wildfire —Rich dazzling scarlet
Finest Mixed —A bright colorful mixture of shaggy petaled medium sized double flowers, excellent for cutting.

Prices Above:

Tr. Pkt.	1/4 oz.	Oz.
\$.30	\$.45	\$1.25



IMPROVED LILLIPUT

(Pompon or Baby Zinnias, Special Florists' Strains)

The Lilliputs are among the most popular Zinnias for cut flower use. The flowers are small, compact and symmetrical, on strong stemmed 1 1/2 ft. plants.

Canary Gem	Purple Gem
Crimson	Rosebud
Dainty Gem	Salmon Gem
Golden Gem	Scarlet Gem
Lilac Gem	White Gem
Pink Gem	Pastel Mixture

Finest Mixed

Prices Above:

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.25	\$.40	\$.70	\$1.25	\$3.75	\$12.00

LILLIPUT TOM THUMB

	Tr. Pkt.	Oz.
Mixture —Plants 4"-6", compact with well formed flowers of the Lilliput type. In red, orange, yellow, pink, rose and pastel shades	\$.35	\$1.50

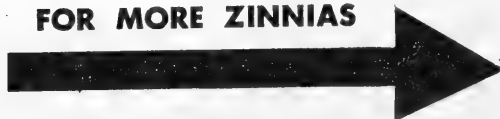
HAAGEANA DOUBLE

(Mexican Hybrids)

	Tr. Pkt.	Oz.
Finest Mixed	\$.30	\$2.00

SEE NEXT PAGE

FOR MORE ZINNIAS



ZINNIAS

(CONTINUED FROM PAGE 29)



Persian Carpet—Double miniature flowers of colorful variegation. Improved Haageana type. Plants 12" high. Recent A.A.S. variety.

Tr. Pkt.	1/4 oz.	Oz.
\$.50	\$1.50	\$4.50



Peppermint Stick — Contains a wide color range of Pumila-type flowers, 60% of which are beautifully striped. An improvement over previous striped strains.

Tr. Pkt.	1/4 oz.	Oz.
\$.35	\$.75	\$2.25

GIANT CALIFORNIA OR MAMMOTH FLOWERED

This type has rapidly gained in popularity. The plants, which are three to four feet in height, are taller than the Dahlia Flowered class and have long stems which adapt them for use as a cut flower. The large flat flowers with imbricated petals give a graceful effect. Their colors are brilliant and clear.

Brightness—Bright pink
Cherry (Cerise) Queen—Brilliant cherry rose
Crimson Queen—Rich crimson
Daffodil Improved—Canary yellow
Enchantress—Light rose, deep rose center
Golden Queen—Golden yellow
Grenadier—Bright, dark red
Isabellina—Creamy buttercup
Lavender Queen—Deep rosy lavender
Miss Willmott—Soft pink
Orange King—Cadmium or orange scarlet
Orange Queen—Golden orange
Purity—White, best white in Zinnias
Rose Queen—Striking bright rose
Salmon Queen—Salmon rose
Scarlet Queen—Glowing deep scarlet
Violet Queen—Deep purple
Finest Mixed—From named varieties

Prices Above:

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.25	\$.45	\$.75	\$1.25	\$3.75	\$13.50

GAILLARDIA FLOWERED

(Navajo)

	Tr. Pkt.	Oz.
Finest Mixed — Bi-colors; mellow tones; fine for cutting.....	\$.35	\$1.50

GRACILLIMA

(Red Riding Hood)

	Tr. Pkt.	Oz.
Deep Scarlet — Miniature red flowers, 1 ft. - 2 ft. free flowering.....	\$.25	\$1.50

SUPER CROWN O'GOLD

Each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip.

	Tr. Pkt.	1/4 oz.	Oz.
Pastel Tints — Contains a wide range of pastel shades.....	\$.25	\$.50	\$1.50

ELEGANS PUMILA DOUBLE

Canary Yellow
Crimson
Golden Orange
Pinkie—Rose pink
Salmon Rose
Spun Gold—Butter yellow
Sunshine Tints—Rich pastel shades
Tangerine—Orange with red tinge
White
Choice Mixed

	Tr. Pkt.	Oz.	1/4 lb.
Prices Above:	\$.20	\$1.00	\$3.00

ACHILLEA

Ptarmica, the Pearl — Double pure white borne in dense heads..... $\frac{1}{4}$ oz. **\$1.25** **\$.30**

AGROSTEMMA

Coronaria Atrosanguinea — Deep blood red **\$.20** **\$.60**

ALYSSUM

Saxatile Compactum — Dwarf shrubby habit with dense heads of golden-yellow flowers. Blooms from early spring through June and grows 4 to 12 inches high **\$.20** **\$1.00**

ANCHUSA

Italica Dropmore — Flowers resemble clusters of giant Forget-me-nots and are turquoise blue. Plants attain a height of 3 to 5 feet and bloom during June and July **\$.25** **\$.60**

Myosotidiflora — Produces large sprays of tiny blue Forget-me-not flowers above large heart-shaped leaves..... $\frac{1}{4}$ oz. **\$2.50** **.60**

ANTHEMIS

Kelwayi — One of the best of the hardy Marguerites, produces yellow daisy-like flowers over a long season **\$.20** **\$.70**

Tinctoria, Perry's Variety — An improved form, of deep golden yellow **.30** **1.60**

ARMERIA

Formosa Hybrida — Various shades of rose pink $\frac{1}{4}$ oz. **\$1.40** **\$.40**

ARABIS

Alpina White — Attains a height of 6". The plant flowers very early and is of a spreading nature. The white flowers which appear from early spring to May are so numerous that no foliage is visible **\$.30** **\$2.00**

ASTER

Alpinus Mixed — Plants attain a height of about 9" suitable for rockery, or front of borders, where they make a nice display during May and June ... $\frac{1}{4}$ oz. **\$1.95** **\$.60**

ASCLEPIAS

Tuberosa — Very showy and popular native plant during July and August bearing flowers of brilliant orange scarlet..... **\$.35** **\$3.00**

AQUILEGIA

	Tr. Pkt.	Oz.
Coerulea — Rocky Mountain Blue Columbine. Clear blue with a white corolla.....	\$.40	\$3.30
Crimson Star Hybrids — Bicolor dark red with white $\frac{1}{4}$ oz. \$3.00	.60	
Long Spurred Blue Shades $\frac{1}{8}$ oz. \$1.10	.60	
Long Spurred Orange and Scarlet Shades	.60	4.40
Mrs. Scott Elliott's Hybrids — The most popular Columbine50	4.00
Longissima — Extra long spurred pale yellow $\frac{1}{16}$ oz. \$2.50	.60	
Rose Queen — Pink with white corolla.....	.40	3.25
Snow Queen — The largest pure white.....	.40	3.25

BELLIS (English Daisy)

The English Daisy starts to produce its flowers in the early spring on low plants which grow about 3" tall. They also produce well in the fall when it is cooler.

Perennis Monstrosa (Pink, Red, White, Mixed) **\$.60** **\$3.75**

CARNATION

	Tr. Pkt.	$\frac{1}{4}$ oz.
Early Vienna — Very dwarf.....	\$.60	\$2.75
Grenadin Mixed60	2.50

CENTAUAREA

	Tr. Pkt.	Oz.
Montana — Has numerous deep blue flowers resembling Centaurea Cyanus on plants growing about $1\frac{1}{2}$ feet tall. Flowers early	\$.30	\$1.50

CERASTIUM

	Tr. Pkt.	Oz.
Tomentosum — Snow In The Summer is a very descriptive name for this low-growing plant. Grows about 6" high. Its small white flowers are produced in June. Excellent for rockeries.....	\$.30	\$2.00

CHEIRANTHUS (SIBERIAN WALLFLOWER)

	Tr. Pkt.	Oz.
Allioni — The Siberian Wallflower, a biennial, produces its bright orange flowers on 15" spikes from May to September. To keep plant blooming, flowers must be cut	\$.20	\$.45

CAMPANULA

Calycanthemum — (Cup and Saucer). One of the most showy of this group. The flowers are large on stalks that attain a height of about 2 feet. Good for cutting.

	Tr. Pkt.	Oz.
Blue	\$.25	\$1.75
Lilac25	1.75
Pink25	1.75
White25	1.75
Mixed25	1.75

Persicifolia — (Peachleaf, Bellflower). This variety grows from 2 to 3 feet tall and produces flowers that are more shallow than bell shaped and has foliage that is long, narrow and very graceful.

	Tr. Pkt.
Blue — Very hardy	\$.50
Alba — Very hardy50

Pyramidalis — The Chimney-Bellflower is one of the tallest Campanulas attaining a height of about 5 feet. Its long stalks of flowers start blooming in August and continue for several weeks.

Alba	\$.40
Blue40

Rotundifolia — Scotch Harebell is an attractive flower producing little bells of blue during late spring and continuing over a long season. Grows 12" tall

	\$.60
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CHRYSANTHEMUM (SHASTA DAISY)

	Tr. Pkt.	Oz.
Alaska —Most popular of all. Large pure white blooms on excellent stems. Starts blooming in June and continues for some time	\$.25	\$1.40
May Queen — (Spring Marguerite) — Medium sized flowers50	1.50
Mayfield Giant —Extremely large flowers measuring three to four inches in diameter. Strong robust growth, 2½ to 3 ft. tall25	1.00

COREOPSIS

	Tr. Pkt.	Oz.
Mayfield Giant — Deep golden yellow, large flowers, early	\$.25	\$.90
Double Sunburst —Large, golden yellow, fully double flowers25	1.10

DELPHINIUM

PACIFIC STRAIN (VETTERLE & REINELT)

	Tr. Pkt.	1/8 oz.	1/4 oz.
Astolat Series —Novel shades ranging from pale blush through pink, rose and lilac with dark bees.....	\$2.25	\$4.50	\$8.00
Blue Bird Series —Clear-est medium blues with white bees			
Blue Jay Series — Clear medium to dark blue			
Cameliard Series — Pure lavender self with white bees			
Black Knight —Dark purple, heavy velvety texture			
Galahad Series — Pure white			
Guinevere Series —Light pink lavender self with white bee			
King Arthur — Brilliant royal violet white bee			
Lancelot Series — Lilac self with white bee			
Percival Series — White with black bee			
Round Table Series — This group combines all the newest color developments			
Summer Skies Series — Clearest blue with white bee			
Pacific Hybrids Mixed			

PRICES ABOVE EXCEPT WHERE NOTED

Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
\$2.00	\$3.00	\$5.50	\$20.00

OTHER STRAINS

	Tr. Pkt.	Oz.
Cliveden Beauty (Belladonna Improved)—Select strain. Turquoise blue.....	\$.40	\$3.25
Bellamosum — Dark blue40	3.25
Blackmore & Langdon Strain —Immense flowers. Fine mixture of blue shades.....	.40	3.25
Gold Medal Hybrids —Splendid mixture.....	.30	1.75
Lamartine —Fairly deep marine blue.....	.55	5.00
Wrexham Strain — Celebrated English Hollyhock strain55	6.00

DIANTHUS

	Tr. Pkt.	Oz.
Plumarius Double Mixed — The grass, or Garden Pinks, are low-growing plants, which bloom early in the spring.....	\$.45	\$5.25
Deltoides Brilliant (Maiden Pink) — Deep rose, 8"50	

DIGITALIS (FOXGLOVE)

Flowers during June and July. The flowering spike grows well over three feet in height with individual tubular or bell-shaped flowers, placed close on the side of the stem.

	Tr. Pkt.	Oz.
The Shirley —Giant hybrids, spotted throats	\$.25	\$2.15

GAILLARDIA

Blanket flowers are showy and of easy culture. They begin to flower in June and continue until frost.

	Tr. Pkt.	Oz.
Burgundy —Copper scarlet self	\$.30	\$2.50
Dazzler — Large rich red flowers with orange tip. Fine for cutting30	1.90
Goblin — Dwarf, compact40	2.90
Portola Hybrids — Red with golden tips. Excellent for cutting30	2.00

GEUM

This plant which flowers from May to October is useful for cutting and can also be used for borders and rockeries.

	Tr. Pkt.	Oz.
Mrs. Bradshaw — Brilliant scarlet. Double flowers. Good for cutting	\$.30	\$2.90
Lady Stratheden —Double golden yellow. Excellent for cutting30	2.90

GYPSOPHILA

One of the daintiest of old-fashioned flowers. The plants are covered with small blooms all during the summer. The tall growing varieties are good for cutting, while the dwarf forms are useful for edgings and rock gardens.

	Tr. Pkt.	Oz.
Paniculata — (Single) — Hardy, graceful sprays of white flowers	\$.20	\$.60
Pacifica —Rose, 4 ft., blooms when paniculata varieties have passed. Excellent for cutting30	3.30
Repens Rosea — Light rose 6", fine rock plant30	3.30
Repens White — 6", fine rock plant.....	.30	2.70

HEUCHERA

One of the most desired of the smaller growing plants. The plants of Sanguinea are compact, bushy and grow in tufts with flower stems about 1½ feet high, blooming in mid-summer.

	Tr. Pkt.	1/8 oz.
Sanguinea — Fine for cutting	\$.60	\$3.00

HOLLYHOCK — CHATERS DOUBLE

Black Gem — Maroon	Newport Pink
Chamois	Salmon Rose
Enchantress — Deep rose	Virgin Queen — White
Fire King — Scarlet	Mixed
Golden Drop — Sulphur	
Tr. Pkt.	Oz.
\$.35	\$1.70

IBERIS

Low-growing plant that grows about 9 to 12" tall, and spreads out making mats which are covered with flat dense clusters of flowers from the end of April through June.

	Tr. Pkt.	Oz.
Gibraltarica — Lilac	\$.30	\$1.80
Sempervirens — White60	5.00

LAVENDULA — SWEET LAVENDER

	Tr. Pkt.	1/4 oz.
Munstead's Strain — Well-known fragrant hardy perennial. Always in good demand	\$.40	\$1.10

LIATRIS

Long spikes 4 to 5 feet tall of rosy purple. Flowers during August and September.

	Tr. Pkt.	Oz.
Pycnostachya — Rosy purple. Fine for cutting	\$.35	\$3.00

LINUM

	Tr. Pkt.	1/4 oz.	Oz.
Perenne — (Flat) — Blue. 1½ ft. tall	\$.20		\$.70
Flavum — Yellow. 2 ft. tall30	\$.85	

LYCHNIS

	Tr. Pkt.	Oz.
Chalcedonica — Flowers in June. Produces several flower stems over 3 ft. tall with immense heads of vermilion scarlet flowers	\$.25	\$1.50

MYOSOTIS

	Tr. Pkt.	Oz.
Alpestris Victoria — Grows about 6" tall and is compact in growth. Produces its clear blue flowers beginning in April	\$.40	\$5.50
Palustris Semperflorens — Begins blooming about May and continues until fall40	3.25

SWEET WILLIAM

	Tr. Pkt.	Oz.
Scarlet Beauty — Scarlet red	\$.40	\$2.50
Single Mixed40	2.50
Double Mixed40	2.50

PRIMULA

Hardy Primroses are showy plants that have small dainty flowers during April. The plants grow about 6 to 8 inches tall.

	Tr. Pkt.	1/4 oz.
Auricula Alpine	\$1.00	\$5.00
Veris Munstead's Strain	1.00	5.00

PYRETHRUM

These are excellent for cutting. The bright colored daisy-like flowers are produced on long stems. Plants grow about 2 to 3 ft. tall and flower in June.

	Tr. Pkt.	Oz.
Hybridum Single Mixed	\$.60	\$5.50
Double Mixed 1/8 oz. \$1.60 1/4 oz. \$2.75	.60	8.25

SAPONARIA

	Tr. Pkt.	Oz.
Ocymoides — Rose	\$.30	\$2.10

SCABIOSA

Plants grow about 2 to 3 ft. tall producing their flowers on long wiry stems from June to September. Good for cutting.

	Tr. Pkt.	Oz.
Caucasica Isaac House Hybrids — Improved strain. Flowers range from lavender to dark blue. Excellent for cutting	\$.50	\$3.75
Caucasica Lavender — Good cut flower35	2.75

STATICE

	Tr. Pkt.	Oz.
Caspia — Lilac. Fine for table decoration	\$.40	\$2.75
Dumosa — Silvery gray flowers. Good cut flower40	2.75
Latifolia — Deep blue flowers. Fine for cutting30	2.00

TRITOMA

	Tr. Pkt.	Oz.
Hybrids — (Red Hot Poker)	\$.40	\$2.40

VERONICA

	Tr. Pkt.	Oz.
Spicata — Grows about 1½ ft. tall and produces its bright blue flowers during June	\$.50	\$4.00

VIOLA CORNUTA

	Tr. Pkt.	1/4 oz.	Oz.
Admiration — Large dark blue	\$.60		\$6.00
Chantreyland — Pure apricot60	\$2.50	
Arkwright Ruby — Wonderful large rounded flowers of ruby crimson with terra cotta and darker markings. Fragrant60	3.00	9.00
Blue Perfection — Large flowered fine light blue60	2.00	6.00
Lutea Splendens — Golden yellow60	1.35	4.50
Papilio — Blue and white40	1.40	

Dwarf Alpinus Midget Mixed — Early flowering type of Sweet William, consisting of light and dark colors, mixed. Height 4 to 6 inches. Suitable for border or rock garden planting 1/4 oz. \$1.50 .60 4.75 33

CAULIFLOWER

	1/4 oz.	Oz.
Early Snowball "A" (Dwarf Erfurt) — One of the most satisfactory early strains of Snowball.....	\$.80	\$2.50
Snowdrift — Heads large firm and snow white.....	.80	2.50

CELERY

	Oz.	1/4 lb.
Golden Yellow Self Bleaching — Standard early market variety	\$.90	\$3.00
Golden Plume — Early, non-bolting variety. Fine flavor, solid and tender	1.20	4.00
Emperor —Dwarf growing, very brittle and of excellent flavor. Good winter keeper80	2.50
Giant Pascal — Stems thick, of fine quality, rich nutty flavor. An excellent variety	1.00	3.35

BROCCOLI

	Oz.	1/4 lb.
Italian Green Sprouting — (Early strain). Vigorous early type forming large compact central heads and very few laterals	\$.40	\$1.35

BRUSSELS SPROUTS

	Oz.	1/4 lb.
Long Island Improved — Plant dwarf and compact	\$.50	\$1.50

CABBAGE

	Oz.	1/4 lb.	Lb.
Copenhagen Market —Early, round headed variety. Excellent quality	\$.50	\$1.50	\$4.50
Danish Ball Head — Most popular late variety. Good keeper50	1.50	4.50
Early Jersey Wakefield — The earliest oblong variety. Sure header, small heads, suitable for home gardens40	1.20	3.60
Glory of Enkhuizen — Heads large and globular, stem medium short50	1.30	4.25
Golden Acre —The earliest resistant cabbage developed. A SOLID ROUND HEAD OF MEDIUM SIZE75	2.50	7.50
Jersey Queen —In type and earliness about the same as Jersey Wakefield45	1.45	4.35
Wisconsin All Season —A main crop yellow resistant cabbage. Round head, good quality50	1.50	4.75
Mammoth Red Rock — Best red variety. Good keeper, round head50	1.50	4.50
Marion Market (Resistant) — A resistant Copenhagen Market matures a trifle later50	1.60	4.80
Premium (Late) Flat Dutch — Large late variety. Very good quality, excellent keeper40	1.30	4.00
Savoy, Chieftan — Earlier than standard market varieties of Savoy. Plant medium short stemmed50	1.50	4.50

CUCUMBER

	1/2 oz.	1 oz.	1/4 lb.
BURPEE HYBRID	\$2.20	\$4.25	\$12.75
For description see Cucumber Burpee Hybrid, in F1 Hybrid section—see page 35.			

EGG PLANT

	Oz.	1/4 lb.	Lb.
Black Beauty — An extra early, large variety with few seeds	\$.60	\$2.00	\$6.00
Florida High Bush — Plants of strong upright growth, producing fruit well above the ground60	2.00	6.00
Improved New York Purple — Popular home and market garden variety75	2.25	7.50

	1/4 oz.	1/2 oz.	Oz.
BURPEE HYBRID	\$4.00	\$7.00	\$12.00

For description see Egg Plant Burpee Hybrid in F1 Hybrid section—see page 35.

LETTUCE

	Oz.	1/4 lb.	Lb.
Black Seeded Simpson —Ideal mid-summer leaf variety, will withstand heat and drought	\$.20	\$.70	\$2.00
Grand Rapids Forcing —The leading greenhouse forcing leaf variety, but may be grown successfully outdoors25	.80	2.40
Big Boston — A large headed variety for mid-summer and fall use25	.70	2.25
Imperial No. 44 —Has very long well folded leaves and produces hard, well formed heads35	1.15	3.50
New York 12 —An early sure heading strain adapted to warmer weather. Forms flat heads with light green leaves35	1.15	3.50
Salad Bowl — Improvement over Oak Leaf. Early, stands summer heat exceptionally well. Loose leaf variety75	2.50	7.50

ONION

	Oz.	1/4 lb.	Lb.
Prizetaker — Large, globular, yellow. Flesh coarse and mild	\$.70	\$2.30	\$7.00
White Sweet Spanish — White with clear glistening skin. Globe-shaped70	2.30	7.00
Yellow Sweet Spanish (Utah Strain) — Globe-shaped, keeps extra well70	2.30	7.00

PARSLEY

	Oz.	1/4 lb.	Lb.
Extra Triple Curled (Moss Curled) —Plants compact leaves dark and finely cut.....	\$.20	\$.50	

PEPPER

	Oz.	1/4 lb.	Lb.
Bull Nose or Large Bell (Hot) — Medium size fruits, deep green when immature, scarlet when ripe	\$.70	\$2.50	\$7.00
California Wonder (Sweet) — Much used, particularly by market growers. Large green fruits practically as early as Ruby King70	2.50	7.00
Cayenne Long Red (Hot) — A leading sort for use in pickles, for canning and for drying. Fruits long, tapered, and very pungent60	2.00	6.00
Chinese Giant (Sweet) —The largest sweet pepper. Roundish, blunt, mild and sweet throughout. Deep green changing to deep scarlet60	2.00	6.00
Crimson Giant (Sweet) — Very mild, popular home and garden variety.....	.60	2.00	6.00
Golden California Wonder —Golden fleshed type	1.00	3.35	10.00
Harris Early Giant (Sweet) —The best very early pepper for home and market gardens. Large fruits, slightly tapered. Deep green changing to bright red.....	.65	2.25	6.50
Hungarian Yellow Wax (Hot) —Yellow very early. Fruits long, tapered. Waxy light yellow75	2.50	7.50
Pimento (Sweet) — Standard variety for home and market garden. Fruits heart-shaped and very smooth45	1.50	4.50
Ruby King (Sweet) — A favorite for home and market garden. Fruits large and slightly tapered. Bright red65	2.25	6.50
Sweet Yellow (Sweet) — Skin golden yellow, flesh thick and bright yellow.....	.65	2.25	6.50
World Beater (Sweet) — An early sort. Fruits large, oblong; flesh thick and sweet. Bright red60	2.00	6.00

RADISH

	Oz.	1/4 lb.	Lb.
Improved Scarlet Globe — Very early sort, valuable for out of door culture and for forcing. Uniform, rich bright, scarlet, flesh white	\$.15	\$.45	\$1.50
Scarlet Turnip, White Tip — Popular variety, small top. Root bright scarlet with white area about the tip15	.40	1.25
White Icicle —The best early white variety. Roots long, tapered, very white throughout20	.40	1.30

TOMATO

	Oz.	1/4 lb.	Lb.
Crimson Cushion	\$.85	\$2.75	\$8.50
Bonny Best (73 days) — A general purpose tomato. Fruits evenly colored scarlet-red, medium large60	2.00	6.00
Break O'Day (73-75 days) — Early wilt resistant, globe-shaped sort. Fruits large, scarlet of good quality60	2.00	6.00
Chalk's Early Jewel (75 days) — Very thrifty, heavy producer. Fruits scarlet-red, large and firm50	1.70	5.00
Dwarf Stone (82 days) — Strictly dwarf and tree-like, require no training. Fruits bright red, medium sized60	2.00	6.00
Earliana (64-66 days)—Particularly valuable for home garden and early market. Fruit medium size flattened70	2.35	7.00
Giant Tree —(Italian Potato Leaf)—A pink tomato of large size. The large smooth fruits have few seeds. Flesh is tender and mild. 1/2 oz. \$1.75	3.50		
Globe "A" (Forcing) — Improved. Developed by Ohio State Experiment Station—Pink fruits a little larger than regular Globe. Ships well	8.00		
Globe (Livingston's) (81 days) — Heavy producer, fruits purplish pink, large globe shape, scarlet red65	2.00	6.00
Golden Queen —Large yellow fruit, mild flavor70	2.35	7.00
Greater Baltimore (83 days)—Similar to Stone and particularly valuable for canning50	1.75	5.00
John Baer (73 days)—Very similar in every respect to Bonny Best.....	\$.60	\$2.00	\$6.25
Jubilee — Fruits bright golden orange with few seeds. (72 days). 1/4 oz. \$.30; 1/2 oz. \$.5090	2.70	8.00

	Oz.	1/4 lb.	Lb.
Big Boy Giant Hybrids — Perfectly smooth, firm, deep globe. Scarlet red variety with thick walled fruits. Plants large and heavy bearing. Produces continuously until frost. 1/8 oz. \$7.00; 1/4 oz. \$12.00; 1/2 oz. \$22.00.....	42.00	130.00	
Marglobe (75-78 days) — Resistant to Fusarium wilt. Fruits uniform deep scarlet, globe shape and of distinct quality60	2.00	6.00
Master Marglobe (75-78 days) — HIGHLY resistant and heavily productive80	2.75	8.00
Michigan State Forcing — Developed at Michigan State College. Very productive under restricted light conditions. Fruits deep scarlet, globe shaped, are borne in clusters of five to eleven...1/4 oz. .50	1.50		
Oxheart —Heart shaped. Pink fruit, mild flavor	1.10	3.70	11.00
Ponderosa (85 days)—One of the best for home use. Fruits purplish-pink, very fleshy with few seeds, of very mild flavor.....	.85	2.75	8.50
Pritchard (Scarlet Topper) —Wilt resistant, heavily productive. Fruits large, globular, scarlet and well colored about the stem end.....	.65	2.20	6.50
Rutgers (78 days)—Highly recommended for second early maturing variety for canning and tomato juice. Fruits similar in shape to Marglobe. Uniformly colored flesh65	2.20	6.50
Stokesdale (70-73 days) — Early suitable for shipping. Fruits uniform deep scarlet, globe shape65	2.20	6.50
Stone Improved (85 days) — Very solid fruit scarlet red, flat shape65	2.20	6.50
Valiant — early red90	3.00	9.00

F1 HYBRID VEGETABLE SEED

Cucumber — Burpee Hybrid — High resistance, vigor and long production, make this a truly outstanding variety.

1/2 oz. \$2.20 1 oz. \$4.25 1/4 lb. \$12.75

Egg Plant—Burpee Hybrid—Vigorous, continuous producer. Highly resistant to drought and disease. Fruits medium size.

1/4 oz. \$4.00 1/2 oz. \$7.00 1 oz. \$12.00

Tomato — Big Boy Giant Hybrids — One of the largest F1 Hybrid Tomatoes. Fruits are firm, smooth, deep globe, scarlet of excellent flavor and quality. Mid season producing continuously until frost.

1/8 oz. \$7.00 1/4 oz. \$12.00 1/2 oz. \$22.00 1 oz. \$42.00 1/4 lb. \$130.00

STOKESCROSS No. 5: Maturing 75 days, average size of fruit 4.7 ounces. This is perhaps the strongest hybrid F2 of the hybrid yet produced. It is recommended for market or for processing, and is an excellent producer. This new cross is a magnificent tomato which carries enthusiastic endorsement as one of the finest hybrids ever produced.

Tr. Pkt. 1/4 oz. 1 oz. 1/4 lb.
\$.75 \$1.25 \$3.50 \$12.00

FERTILIZERS

WATER SOLUBLE FERTILIZERS

PETERS SPECIAL FERTILIZERS:

20-20-20 Cut Flower Special
15-15-15 Pot Plant Special
21- 7- 7 Azalea Special
25 lbs. \$6.00 100 lbs. \$20.00
Prices F.O.B. Allentown, Penna.

KAPCO LIQUID FERTILIZERS:

20-20-20 { 25 lbs. 22c per lb.
15-30-15 { 80 lbs. 20c per lb.
21- 7- 7 { 25 lbs. 26c per lb.
80 lbs. 25c per lb.
Prices F.O.B. McKeesport, Penna.

Write for Quantity Prices on Water Soluble Brands

ELECTRA

(5-10-3)

A highly organic fertilizer designed especially for florists. Contains major, minor and trace elements needed for plant growth.

80 lbs. \$6.00

MISCELLANEOUS SUPPLIES

HIDROPON

10% Nitrogen—12% Phos. Acid
25% Potash

A most unusual combination of many soluble plant foods. Designed to control rank excessive foliage and stem growth and to promote flower production.

HIDROPON creates firm, plump, normal size foliage and stems and forces natural flower production.

It works wonders on African Violets . . . Gerbera . . . Cyclamen . . . Cymbidium Orchids . . . Snapdragon . . . Carnations . . . Bulbs . . . Roses and many other plants.

It does not alter the pH of any soil.

Trace elements mostly chelates and other products added but not claimed.

MADE BY THE MAKERS OF ELECTRA

Price: \$8.00 (25 lbs.)
\$12.00 (50 lbs.) \$20.00 (100 lbs.)

LIQUID "M" POWDERED

17% Nitrogen—24% Phos. Acid
18% Potash

A multi-purpose soluble product resulting from a study of 150 years of recorded experiments by scientists the world over.

LIQUID "M" contains every plant food requirement in many forms excepting protein and lime.

Trace elements mostly as chelates and other products added but not claimed.

LIQUID "M" has proved superior over all other products as to ratio, quality, safety, speed, control and uniform production by many growers in various sections of the country. In the field . . . under glass or slats . . . cut flowers . . . potted plants or ornamentals, LIQUID "M" is of outstanding value when used in schedule, spot or force feeding.

MADE BY THE MAKERS OF ELECTRA

Price: \$8.00 (25 lbs.)
\$12.00 (50 lbs.) \$20.00 (100 lbs.)

VITA POTS

Nutrient treated pots for growing and shipping.

Sold in units of 1000 only

	Per 1000
2"	\$14.60
2 1/4"	14.95
2 1/2"	15.50
3"	17.40
3 1/2"	22.70
4"	25.70
5"	33.40
6"	44.10

CANE STAKES

Bamboo, dyed green, of pencil thickness. Packed 2000 per bale.

12 inch to 5 feet
At Market Prices

HYACINTH STAKES

Split bamboo, dyed green in bales of 5000 sticks.

12, 15, 18 and 24 inch
At Market Prices

VITA-BANDS—10

Will usually contain root growth up to 8 to 10 weeks. Nutrient treated.

Sold in units of 2000 only

	Per 1000
1 3/4 x 1 3/4 x 2 1/2"	\$4.00
2 x 2 x 2 1/2"	4.55
2 x 2 x 3"	5.05
2 1/2 x 2 1/2 x 3"	6.00
3 x 3 x 3"	6.90
4 x 4 x 3"	9.00
4 x 4 x 4"	11.25

VITA-BANDS—H

Will control root growth of those plants that demand extra long growing periods. Nutrient treated.

Sold in units of 1000 only

	Per 1000
1 3/4 x 1 3/4 x 2 1/2"	\$ 5.45
2 x 2 x 2 1/2"	5.80
2 x 2 x 3"	6.90
2 1/2 x 2 1/2 x 3"	7.65
3 x 3 x 3"	8.50
4 x 4 x 3"	10.45
4 x 4 x 4"	12.90

BIRD PERENNIAL POTS

Excellent for many varieties of perennials, roses, bulbs, vines and shrubs.

Sold in units of 1000 only

	Per 1000
5 1/2-in.	\$36.50
6 1/2-in.	51.50
9 1/2-in.	62.85

VITA "M" POTS

(Growing and Shipping)

	Per 1000	Quantity Packed Per Case
2 1/4"	\$10.50	1000
4"	23.00	500

RED PAPER POTS

Sold in units of 1000 only

	Per 1000
2"	\$ 8.60
2 1/4"	8.60
2 1/2"	8.70
3"	9.15
3 1/2"	12.20
4"	14.70
5"	18.15
6"	22.25

JEFFY POTS

Molded Peat, Pot-Growing

Container

	Per 1000
2 1/4" (Packed 3000 per carton)	
3,000 to 18,000	\$ 7.25
21,000 up	6.75
3" (Packed 1500 per carton)	
1,500 to 9,000	\$13.25
10,500 up	12.25

HORMODIN

Root Growing Chemical

No. 1—For house, garden and greenhouse plants.

1 3/4 oz. \$.50 1 lb. \$3.00

No. 2—For woody and semi-woody plants.

1 3/4 oz. \$.75 1 lb. \$4.50

No. 3—For evergreens and trees.

1 oz. \$1.00 1/2 lb. \$4.50

BEMICEL TEKPAK

PLANTERS

These popular growing selling plant containers are 5 x 8 x 2 1/2 inches deep and are a standard colored brown.

	Per 1000
250— 750 lots—	\$43.00
1,000— 4,750 lots—	40.50
5,000— 9,750 lots—	40.00
10,000—49,750 lots—	38.50

WOOD VENEER PLANT BANDS

(Stapled)

	Bands Only 1000	Bands with Bottoms 1000
1 3/4 x 1 3/4 x 2 1/2"	\$5.00	\$7.60
2 x 2 x 2"	5.00	7.60
2 x 2 x 2 1/2"	5.10	7.70
2 1/4 x 2 1/4 x 2 1/2"	5.30	7.80
2 1/2 x 2 1/2 x 2 1/2"	5.40	8.00
2 x 2 x 3"	5.40	8.00
2 1/2 x 2 1/2 x 3"	5.80	8.50
3 x 3 x 3"	6.20	8.80
3 x 3 x 4"	6.40	9.20
4 x 4 x 3"	6.50	9.50
4 x 4 x 4"	7.40	10.40

Unstapled bands
\$1.00 less per 1000

QWIK-TIES

The brand new wire plant tie. Made of rustproofed galvanized wire covered with generous layers of paper.

Packed in cartons of 10,000 of a single size only. Quantity price on total order in all sizes.

	1 Carton Per Carton	24 Cartons Per Carton
4"	\$ 7.50	\$ 7.50
8"	13.00	12.50
12"	22.00	21.00
16"	30.00	29.00

ROOTONE

A plant hormone powder for rooting cuttings and increasing root growth.

2 oz. \$1.00
Lb. \$5.00

PRICES SUBJECT TO CHANGE
WITHOUT NOTICE.

INSECTICIDES

FUNGICIDES & FUMIGANTS

ALDRIN 25%	4-lb. bag	\$ 2.00
ARAMITE 15W	4-lb. bag	\$ 3.20
CHLORABENZILATE 25W	4-lb. bag	4.20
DEENATE 50W (DDT)	4 lbs.	2.25
	48 lbs. (12, 4-lb. bags)	21.60
DETEX	1 gal.	11.00
DIELDRIN 50%	4-lb. bag	6.60
DITHIO 5% AEROSOLS	4 lbs.	8.00
DUPONT SPREADER STICKER	1 gal.	8.50
FERMATE	3 lbs.	2.45
	Case (12, 3-lb. bags)	25.80

FULEX

Parathion Fumigators

For Red Spiders, Aphids and Thrips on florist crops.

Carton (24 cans)

1,000 cu. ft.....	\$10.50	5,000 cu. ft.....	\$13.50
2,000 cu. ft.....	10.50	10,000 cu. ft.....	16.10
20,000 cu. ft.....	25.00		

Aphid-Smoke Fumigators

For Aphids and Adult White Flies on florist crops.

Carton (24 cans)

1,000 cu. ft.....	\$10.00	5,000 cu. ft.....	\$13.00
2,000 cu. ft.....	10.00	10,000 cu. ft.....	16.00
20,000 cu. ft.....	24.00		

Spider-Mite Fumigators

For Red Spiders, including some Parathion-resistant strains on carnations, chrysanthemums and snapdragons.

Carton (24 cans)

1,000 cu. ft.....	\$10.50	5,000 cu. ft.....	\$13.50
2,000 cu. ft.....	10.50	10,000 cu. ft.....	18.00
20,000 cu. ft.....	30.00		

ISOTOX 1 (supplied in 50-lb. bags only).....50 lbs. \$ 8.50

LINDANE 1½% dust (50 lbs. minimum).....50 lbs. 10.00
25% Wettable Powder 4 lbs. | 7.60 |

MALATHION 4 lb. 25% wettable powder..... 3.25
1gal. 50% emulsion 14.80 | |

MILDEX 3-lb. bag | 5.80 |

NICOFUME LIQUID1 gal. (8 lbs.) 13.80

NICOFUME PRESSURE

FUMIGATORS½-lb. cans (12 cans) 5.65
1-lb. cans (12 cans) 10.70

NNORgal. 10.00

OPTOX (10% DDT)gal. 12.00

ORTHOCIDE 50W (Captan).....50-lb. drum. 54.00
5 lbs. 5.70

PLANTFUME 103 5,000 cu. ft. carton—36 10.50
20,000 cu. ft. carton—12 12.00

PARATHION SPRAY (15% Wettable).....4-lb. bag 3.50

PARZATE

Powder3-lb. bag 2.85
Case (36 lbs.) 31.20

Liquid5-gal. cans 9.50

P-4025 lbs. 12.00
50 lbs. 22.50 100 lbs. 43.00

SODIUM SELENATE (Pure)1 lb. 17.00

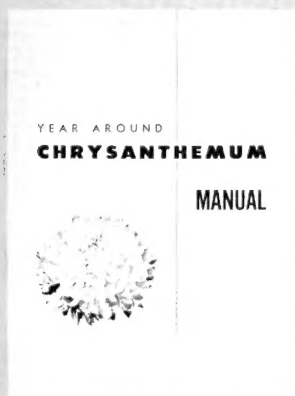
SNAROL6 lb. 2.00
50 lbs. 9.75

SNAILICIDE5 lbs. 4.00 20 lbs. 13.00

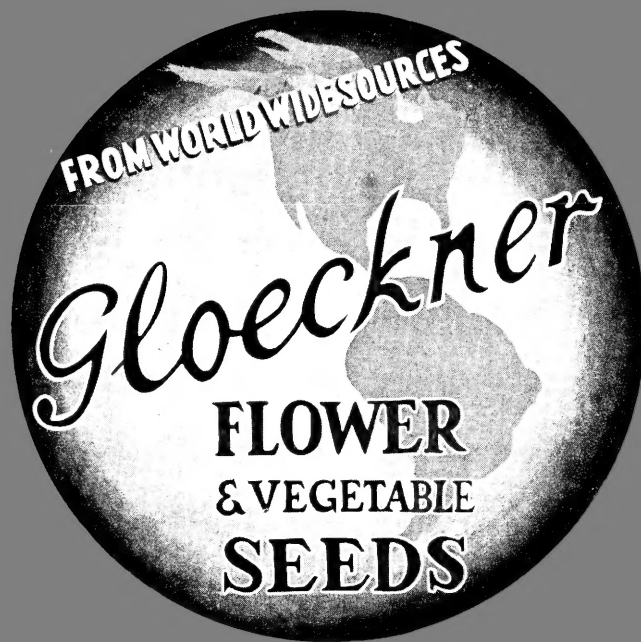
VAPATONE XX1-gal. can 12.00

ZERLATE3 lbs. 2.45
Case (36 lbs.) 25.80

We can supply you with any insecticide or fungicide not listed above. Prices subject to change without notice.



FOR A COMPLETE SELECTION OF CHRYSANTHEMUM AND CARNATION PLANTS. SEE YOUR *Gloeckner* CHRYSANTHEMUM AND CARNATION MANUALS. IF YOU HAVE NOT RECEIVED YOUR MANUALS, THEY ARE AVAILABLE UPON REQUEST.



FROM WORLDWIDE SOURCES

Gloeckner

FLOWER
& VEGETABLE
SEEDS